

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## What's the Attraction?

Why are good men in increasing numbers joining the Franklin banner? Perhaps the case histories of a few first year men listed below, showing average cash earnings of \$807.00 per month in 1944, will give the answer. In no case are deferred or renewal commissions included in the figures.

	1944 Earnings
Mr. A.....in his first 10 months.....	\$10,763.03
Mr. B.....in his first 11 months.....	9,404.03
Mr. C.....in his first 10 months.....	6,806.13
Mr. D.....in his first 10 months.....	6,128.16
Mr. E.....in his first 3 months.....	5,528.09
Mr. F.....in his first 8 months.....	4,913.66
Mr. G.....in his first 7 months.....	4,707.25

**And this same group of seven men averaged more than \$1,141.00 per month during the first six months of 1945.**

Isn't it obvious... that the attraction lies in the fact that with exclusive Franklin contracts and friendly Home Office cooperation they can earn more money than they ever thought possible in this business?

If YOU would like to increase your earning capacity, why not inquire about a Franklin agency franchise. Perhaps in a few months we will be pointing you out as "Mr. A."



*The Friendly*  
**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*One of the 15 Oldest Stock Legal Reserve Life Companies in America*

**Over \$285,000,000 of Insurance in Force**

**FRIDAY, AUGUST 24, 1945**



**YES!** Women are perfectionists more often than men—and exacting in their demands upon the insurance companies who sold them 17% more ordinary life insurance in 1944 than in any previous year.

LADIES' HOME *Journal*

LARGEST AUDITED CIRCULATION OF ANY MAGAZINE

## Quick Action in Elimination of War Clauses

### Companies Announce Removal on New Policies with Minor Exceptions

Life companies have been quick to eliminate war clause limitations from new policies, many of them taking advantage of the reconversion news angle in publicity releases to general newspapers. Some companies are making exceptions in case of males still in service or who are likely to be drafted. Action on the elimination of the war clause on outstanding policies varies but the trend is decidedly liberal.

A summary of announcements follows:

#### **PRUDENTIAL**

A relaxing of limitations on war and aviation life policies has been announced by Prudential. Only if the proposed insured is in the military or naval forces of any country, or is a male, aged 17 to 19 years nearest birthday, inclusive, or if there is an indication of possible exposure to such hazards, will a war and aviation clause be used in ordinary and intermediate monthly premium policies.

Such a clause will limit the liability if the insured dies "as a result of service outside the home areas in the military or naval forces of any country at war."

Home areas have been expanded to include Hawaii and Alaska, except the Aleutian Islands.

The aviation limitation, it is announced, is designed to give world-wide passenger aviation coverage to all, including those in service, who travel merely as passengers.

War clauses will not be used in weekly premium industrial policies, but such policies will not be issued if the applicant is in military or naval service.

#### **Outstanding Policies**

Such clauses in policies will be considered cancelled or changed to make them consistent with new policies. This applies to those insured who were not in military or naval service on Aug. 15, 1945, and were not males aged between 17 to 19, nearest birthday, inclusive. Also to those insured who have not, at any time within five years, been a student pilot or a pilot or flown in any other capacity requiring duty aboard any aircraft while in flight.

#### **NEW YORK LIFE**

War clauses will not be inserted in new policies issued by New York Life. New policies will also generally be without aviation clauses. The new liberalized aviation program will be continued but without war clauses.

Applications will be considered for insurance without waiver of premium or double indemnity benefits on citizens of the U. S. and Canada, including military or naval personnel, who are going abroad, except for permanent residence, with appropriate foreign residence extra premiums. A trip of less than three months will be ignored.

#### **MASSACHUSETTS MUTUAL**

Massachusetts Mutual Life has discontinued the general use of the war and aviation rider, individual risks being underwritten in accord with the circumstances in each case. The status of the

(CONTINUED ON PAGE 11)

## Andrews' Term Ends This Week



**W. H. ANDREWS, JR.**

William H. Andrews, Jr., is presiding this week at the abbreviated annual meeting of the National Association of Life Underwriters at the Edgewater Beach Hotel, Chicago. His friends regret that his administration was not climaxed by a full scale N.A.L.U. convention at which he would have been the central figure.

Mr. Andrews has been a war leader. From the outset he assumed the responsibility for putting across the war loan promotional activity of the National As-

sociation of Life Underwriters which was so conspicuously successful. He devoted himself to that task assiduously and became known throughout the land as "War Bond Bill."

Mr. Andrews attended his first N.A.L.U. convention in 1926 and has missed only one since that time. Throughout the years he was chairman of important committees and ably disposed of many association assignments. He is home office general agent of Jefferson Standard Life of Greensboro.

## Temporary Slump in Group Premiums Is Foreseen

Group insurance people are thoroughly resigned to the fact that the drastic cutbacks in war production are spelling a very substantial decrease in premiums. They are by no means dismayed by the current situation, however, as they feel confident that as reconversion is accomplished, coverage will be reinstated to somewhere near wartime levels and they are also confident that group insurance has become so well established as a permanent part of the personnel program that the sale of new group plans will if anything be accelerated during this period.

Already group people find that employers who have had group insurance under consideration, since V-J Day have been very much disposed to make a favorable decision immediately and get a plan in operation for its value as a talking point in trying to attract high grade personnel in this postwar era. For instance, one employer last week signed up for a pension plan that he had been considering for some time saying that he had been putting it off long enough either because the depression was com-

mencing or was ending or war was commencing. There seems to be no panicky tendency on the part of employers nor an indisposition to consider installing a group plan at this time because of the uncertainty of the period that lies ahead.

It is expected that there will be at this time very little cancellation of group contracts except on the part of some small plants that may have been engaged entirely in war work and now are going out of business.

In the larger plants the cutbacks very

(CONTINUED ON PAGE 12)

## N.A.L.U. Convention to Be Covered in Special

A single special issue of The National Underwriter covering the National Association of Life Underwriters annual meeting in Chicago will be mailed to subscribers this week. The convention by mail program will be included in the special issue along with committee reports and news highlights. Daily issues covering the N.A.L.U. convention will be resumed next year when the usual full program is presented.

## Connell at N.A.L.U. Helm; Baumann to Secretary Post

### Hilmes, Moynahan, Pirnie Elected as New Trustees at Chicago Parley

#### **NEW OFFICERS ELECTED**

President—Clancy D. Connell, Provident Mutual, New York.

Vice-president—Philip B. Hobbs, Equitable Society, Chicago.

Secretary—Jul B. Baumann, Pacific Mutual Life, Houston.

Treasurer—Walter E. Barton, Union Central Life, New York.

Trustees (two-year term)—E. Dudley Colbourn, Shenandoah Life, Roanoke; Ernest A. Crane, Northwestern Mutual Life, Indianapolis; Wayman L. Dean, Life & Casualty, Jacksonville; Jack Hilmes, Equitable Life of Iowa, Des Moines; John D. Moynahan, Metropolitan Life, Berwyn, Ill.; Steacy Webster, Provident Mutual, Pittsburgh; (one-year term)—Roderick Pirnie, Massachusetts Mutual Life, Providence.

Ironically, the most severely curtailed annual gathering of the National Association of Life Underwriters during the war years was held after the end of the war. The convention group at the Edgewater Beach hotel, Chicago, this week numbered only about 30. It was simply a meeting of the officers and trustees augmented by the presence of a few others including headquarters personnel, counsel, members of the nominating committee, candidates for trustee and past presidents.

The election took place at the opening session Wednesday morning. It was conducted without a trace of the oratory or pyrotechnics that characterizes this exciting event at the usual full scale convention.

Eber M. Spence, Provident Mutual, Indianapolis, reported as chairman of the nominating committee, and Ralph W. Hoyer, John Hancock Mutual, Columbus, served as elections chairman.

Clancy Connell was elected president with acclaim and Philip B. Hobbs was advanced from secretary to vice-president in short order. Walter Barton was reelected treasurer.

Mr. Spence said the nominators regretted that they were obliged under the by-laws to bring in but one name for secretary, since both Jul Baumann and Clifford H. Orr, National Life, Philadelphia, the two candidates, are exceptionally well qualified. In announcing that the committee recommended the election of Mr. Baumann Mr. Spence said the committee desired to have Mr. Orr put in nomination from the floor. This was done by Mr. Hobbs, in his capacity as secretary. Mr. Orr accepted defeat in good spirit and extended congratulations to Mr. Baumann.

The nominating committee brought in the names of nine for trustee. There were six to be elected for a two year term and one to complete the last year of Mr. Baumann's term. It was decided that each of the officers and trustees would vote for six and that the six getting the largest number of votes would be elected for the two-year terms and the seventh man would get the one-year place. However, it turned out that two

(CONTINUED ON PAGE 13)



## New Business Up 10.2% in July

Gain for Seven Months Is 4.6%; Ordinary Up 10.6% and 12%

NEW YORK—New life insurance for July was 10.2% more than for July of last year and for the first seven months was 4.6% greater than for the corresponding period of 1944, according to the Life Insurance Association of America. For July, ordinary insurance showed an increase of 10.6%, industrial a decrease of 3.2%, and group an increase of 26.6%.

New business was \$796,907,000 for July, against \$722,960,000 for July of last year, up 10.2%. Ordinary was \$586,572,000 against \$530,345,000, up 10.6%. Industrial was \$108,777,000, compared with \$112,395,000, a decrease of 3.2%. Group was \$101,558,000 against \$80,220,000, increase 26.6%.

New business for the first seven months was \$5,731,641,000 against \$5,478,077,000, increase 4.6%. New ordinary was \$4,221,815,000 against \$3,770,199,000, up 12%. Industrial was \$890,248,000 against \$898,250,000, decrease

## C.L.U. Conferment Exercises Set for Sept. 20 in N. Y. C.

The annual conferment exercises of the American College of Life Underwriters will be held Sept. 20 at the Waldorf-Astoria Hotel in New York City for 117 successful candidates for C.L.U. diplomas, it is announced by Dr. Solomon S. Huebner, president.

The conferment dinner, held for the first time in New York, will be sponsored by the local chapter of the American Society of Chartered Life Underwriters with the cooperation of the New York group of the National Association of Life Underwriters and the Life Managers Association. Between 300 and 400 guests are expected, including successful candidates living in the metropolitan area, presidents and agency vice-presidents of all life companies in New York and vicinity, officers of the major national and local life insurance organizations, and the college's board of trustees.

The dinner will be preceded by an

9/10 of 1%. Group was \$619,578,000 against \$809,628,000, decrease 23.5%.

## Hill Expected to Leave for Germany Next Week

WASHINGTON—It is understood that Col. Reese Hill, former chief of the War Department contract insurance division, has received orders to proceed to Germany for duty in connection with the insurance industry there. He is scheduled to be chief of the insurance division of the American control council, which is the American branch of the Allied control commission for Germany. Col. Hill is expected to leave for his new post next week, his departure having been delayed by unexpected developments.

afternoon meeting at the Waldorf of the college's board of trustees.

Dr. Huebner will confer the C.L.U. designation. Candidates attending the dinner will be presented to Dr. Huebner by Dr. David McCahan, dean. Herbert R. Coursen, president New York C.L.U. chapter, will be toastmaster. Sidney L. Wolkenberg, New York C.L.U. executive committeeman, is chairman.

"Easy Lessons in Life Insurance"—the fundamentals in understandable form, Only \$1. Order from National Underwriter.

## Outline Changes Proposed for Washington Code

A new insurance code is being worked out in Washington for presentation at the next legislature, Robert D. Williams, deputy commissioner, said in talk before the Washington Association of Insurance Agents in Seattle. The department is sponsoring the preparation of the code, and some time after Jan. 1 will start holding hearings.

The code may embody the Guernsey legislation, and it will go into individual accident and health coverages. The department gets and helps to settle more disputes arising out of accident and health contracts than all other forms of insurance put together, Mr. Williams declared. He said this was because there has been going on for some time a three cornered race between the companies, the policyholders and the courts to fix the measure of what is given in an accident and health policy. Competition has tended to drive the premium down and at the same time inflate the purports of the contract. Some company executives and insurance commissioners now lean to establishing reasonable standards for the main provisions of the policy, he said.

## Control Mail Order Business

The new code would establish state control over mail order accident and health insurance. It would include codification of the state's community property law as it affects life insurance policies, to simplify procedures for change of beneficiary and expedite payment of policy proceeds in case of divorce or other marital complications. It would include a uniform liquidation and rehabilitation act, a uniform simultaneous death act, would adjust investment powers of domestic insurers to meet changes that have occurred. It would extend the definition of group life insurance to include employees of members of trade associations, and give employees long covered by group policy the right to convert to an individual policy without medical examination upon cancellation of the master policy by either employer or insurance company. It would embody a model fraternal insurance code along the lines of that suggested by the commissioners.

## Other States' Laws Studied

Study is being made of insurance laws and experience of other states, the insurance business itself is being asked for suggestions and experience, and the department will start drafting the code sections next Jan. 1. After a draft has met the approval of Commissioner Sullivan, hearings on the various sections of the code will be held.

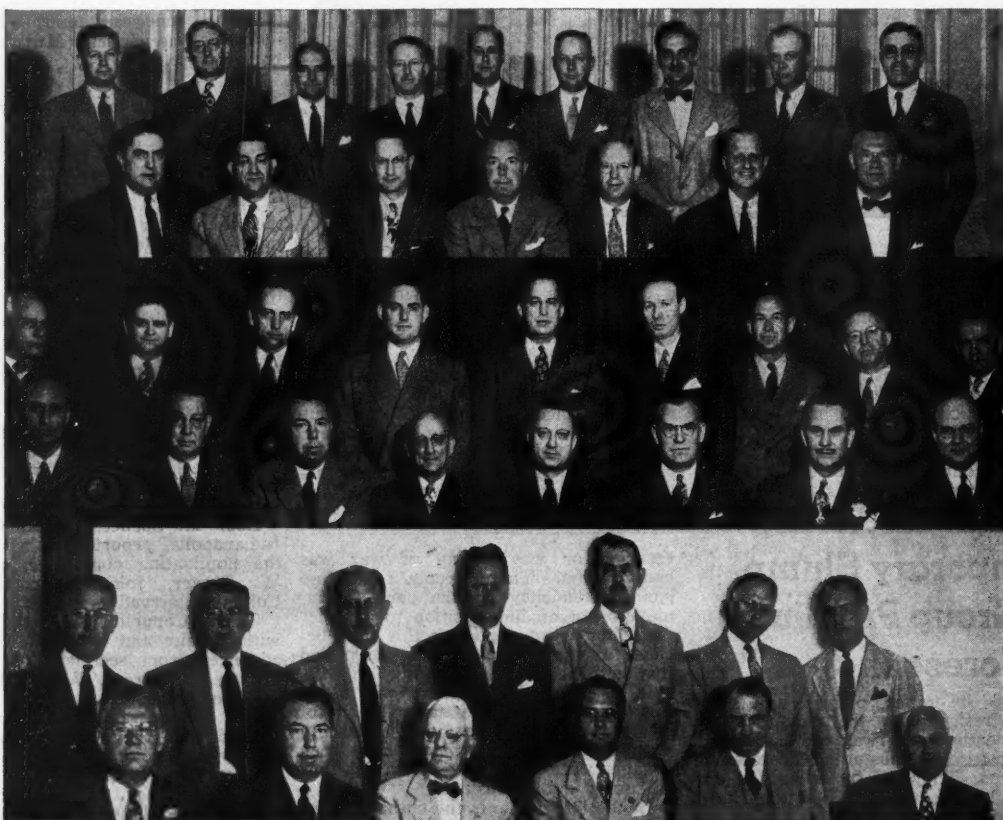
## Two Regional Managers Named by Franklin Life

Thomas L. Barnes of Des Moines has been appointed regional manager there by Franklin Life. He has been in insurance work in Iowa 21 years and recently was honored by the company for having broken its production and application records. He was formerly general agent of Ohio National Life.

Joseph M. Silverman has been appointed division manager for the District of Columbia, with headquarters in Washington. For the past three years, he has been in government service as a training and employee relations officer. Before that he was with Metropolitan Life as general assistant manager of the Atlantic coast region. He is a former president of the District of Columbia Life Underwriters Association.

Franklin Life has named W. E. Trice general agent in Hartford City, Ind. and Clarence C. Stoops general agent in Terre Haute, Ind. Both formerly were associated with Metropolitan Life.

## National Life Has 10-Year Program



General agents of National Life of Vermont gathered in regional conferences at the home office, at Chicago and at Atlantic City. Each meeting lasted four days and was devoted to the subject of recruiting career agents. Pictures of those attending each of the three groups are shown above.

National Life embarked last fall on a 10-year program for the building of career men and the supplying of company assistance and guidance in achieving more careful and accurate selection of agents and in providing more definite, skillful and persistent training.

During January and February of this year regional conferences of general agents were held to ponder the selection process. Then later came the meetings devoted to recruiting career agents.

The aim is to make general agents more proficient in vocational guidance. This ability, it is expected, will not only enable them to attract high grade men to their agencies but will enable them to perform a public service in their communities. Emphasis is placed on careful individual selection and development. The aim is a steady, sound growth with career men producing quality business by filling definite needs.

The various general agents meetings were attended by D. Bobb Slattery, superintendent of agencies, and Francis L. Merritt, assistant superintendent of agencies. Also Karl G. Gumm and Adam E. Littig, assistant superintendents of agencies, conducted sessions in their respective groups.

In the Leaders Club which requires

production credits of at least \$200,000, for the year just closed, 144 agents qualified for membership. This was by far the largest number ever to qualify.

For July new paid life production for National Life was nearly \$6 million, which was a gain of 28.1% over the same month the previous year. The first seven months of this year new paid business was \$43,300,755, an increase of 24.78%. There was a gain of insurance in force of \$31,680,176 bringing the total in force to \$714,579,485.

There will be another series of meetings for general agents devoted to training and supervision and there will be a series of home office schools for agents who meet standards of qualification.



## Mich. Tax Law Upheld by Circuit Court Ruling

### Discrimination Called Not Violation of Interstate Commerce Ruling

LANSING, MICH.—Constitutionality of Michigan's gross premium tax and retaliatory laws, under challenge of Prudential and Massachusetts Mutual Life in a test suit due to be carried to the state supreme court, was upheld by Judge Carr of Ingham county circuit court.

The court denied an injunction sought by the non-resident carriers to prevent Commissioner Forbes from refusing renewal of their licenses because of their failure to pay some \$500,000 in premium taxes due on 1944 business. The amount of taxes due has been placed in escrow with the state treasurer pending outcome of the litigation, which has as its chief basis the Supreme Court's decision in the S.E.U.A. case holding insurance to be interstate commerce.

#### Polish National Ruling Cited

Study of the S.E.U.A. opinion and related opinions on the subject, and of subsequent congressional action, Judge Carr stated, had convinced him that the interstate commerce decision was not intended to interfere with normal taxation and regulation of insurance by the states with reference to their intrastate activities. The language of the supreme court majority opinion, it was noted, indicated clearly that "prior decisions were not overruled" and the court's opinion, handed down the same day in the Polish National Alliance case, specifically stated that "federal regulation does not preclude state taxation and state taxation does not preclude federal regulation."

The court stated that the latter opinion, particularly, embodied a "suggestion that certain phases of the business are of such character as to make them essentially intrastate operations and, as such, subject to regulation and taxation by the states."

#### Treat All in Class Alike

"It seems to be reasonably implied that state legislation of the character in question might reasonably be continued in force . . . insofar as objections based on the commerce clause . . . are concerned until such time as Congress may see fit to enter the field of general regulation of the insurance business."

The court pointed out that resident insurers pay taxes to the state but of a different character from those assessed non-residents.

"If the legislature has the right to impose a specific tax on insurance companies carrying on their businesses in this state," the opinion stated, "the right to classify for purposes of such tax necessarily follows. Provisions of the state constitution are not violated if all within a given class are treated alike . . ."

The court held that the growth of the business of the plaintiffs and decline of the business done by Michigan companies in the past 20 years indicates rather clearly that the differentiation has not operated to the prejudice of the foreign companies. Contention that the 14th amendment was violated by such discrimination was disposed of by the U. S. Supreme Court, the opinion stated, in the Oklahoma case of Lincoln National Life vs. Read, in which it was held that "the equal protection clause

(CONTINUED ON LAST PAGE)

## Hiller Celebrates 20th Year in Stumes & Loeb

Walter N. Hiller, life and qualifying member of the Million Dollar Round Table, Aug. 26 will celebrate his 20th year as an agent with Penn Mutual in the Stumes & Loeb agency at Chicago.

In the period he has put at least \$20 million on the books, and in a number of years has well exceeded a million in Penn Mutual alone, besides considerable surplus lines in other companies due to the generally large average case that he writes.

Mr. Hiller is a native of Chicago, who undertook to secure a university education in night school while earning a living and then became manager of a manufacturing business. He was an infantry lieutenant in the other world war.

When this war started he helped to organize the war bond payroll savings division of the Chicago Association of Life Underwriters, of which he is past president, and he now is chairman of the division. He also is past president of Chicago C.L.U. Chapter.

He is widely known among life men for the life insurance skits which he produced with Harry G. Walter, then of Stumes & Loeb, now agency manager at Peoria, Ill. The two men, composing the entire cast, presented these skits at a number of meetings of associations.

Claude C. Jones, Connecticut Mutual general agent at Indianapolis, is in the unique position of being program chairman for four of the life insurance organizations to which he belongs, the

## L. A. Qualifiers



Harold E. Kay



Samuel A. Aaron

Samuel A. Aaron of the Kellogg Van Winkle agency of Equitable Society in Los Angeles, who qualified for the Million Dollar Round Table for 1944-1945, has now qualified for the Three-Quarter Million Dollar Club of the company. All his business was ordinary insurance. He specializes in partnership insurance and estate conservation in cooperation with attorneys and financial institutions.

Harold E. Kay, assistant manager of the Van Winkle agency, has qualified for Equitable's Million Dollar Club. He specializes in pension trust work, and is a group millionaire, having qualified in 1935. He is a graduate of the University of California and entered life insurance in 1927. He has been a consistent member of the Half Million Dollar Club for a number of years. He is active in the C.L.U. chapter and in the Los Angeles Association of Life Underwriters.

Indianapolis Life Underwriters Association, the Indianapolis Managers Association, Indiana Life Underwriters Association and Indiana State Managers Association.

## Employment of Attorney, Actuary for N.A.L.U. Urged

### Rutherford Asks Study of Headquarters' and Association Activities

Employment of a full-time attorney and a full-time actuary on the staff of the National Association of Life Underwriters, an operational study of headquarters activities and a study of the function and activities of the organization were recommended by James E. Rutherford, executive vice-president N.A.L.U., in his report to the board of trustees, meeting this week at the Edgewater Beach Hotel, Chicago. He asked



JAMES E. RUTHERFORD

that an appropriation of \$1,000 be made to employ a person outside of the organization who will be selected by Frank L. Rowland, executive secretary Life Office Management Association, to analyze all operations carried on at national headquarters and to suggest improvements, to study the duties assigned each member of the headquarters staff and to make constructive comment thereon. Mr. Rutherford declared that such a move will pay rich dividends to the association.

In addition he recommended that a committee of five be named to study present activities of the association and methods and means by which they are carried on, propose desirable new activities and means and methods for conducting them and in general making over-all study in the light of today's conditions and those which will likely be encountered hereafter. The planning committee should be instructed to prepare its reports in two parts, first dealing with immediate objectives and second with a long range program. Mr. Rutherford suggested that the future be charted in a two year plan, a five year plan and possibly even a 10 year plan.

A full time attorney could aid state associations in the survey of state laws to the end that the passage of desirable legislation might be encouraged and detrimental legislation might be successfully opposed. For example, an attorney could place before the legislative committees of all state associations the full facts regarding the life insurance premium deduction sections of the Missis-

(CONTINUED ON LAST PAGE)

## Five Point One Letters

One of the most interesting statistics appearing recently about the war is the statement that the men of the armed forces write an average of 5.1 letters "home" each week—meaning the home front.

To such a figure there should be a reciprocal, and each of us may well ask the question, "How many letters do I write each week to the military front?" For when we hear, as we so often do, how important the mail call is to our soldiers and sailors, the question becomes a very personal one. And one doubts strongly that our reciprocal figure is as high as 5.1.

The lad who is a member of the family naturally will come first. And then close friends and neighbors' boys, and the fellows from the office. And how about a little extra special attention to someone you know now is less likely to be receiving many letters?

We need not write long letters, but we do need to write frequent ones, for what the man wants is not to be left with an empty hand when the crowd gathers round at mail call.

\* \* \*

## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## MacEwen Heads Occidental Life A. & H. Department

D. C. MacEwen has been named to succeed A. D. Anderson, superintendent of the accident and sickness department of Occidental Life of California, recently appointed Minneapolis branch manager. Mr. MacEwen for the past 18 months has been in charge of development of the company's program of accident and sickness in combination with life.

Walter F. Schmitz becomes accident and sickness supervisor. For the past five years he has been traveling out of the home office for the department, first as agency assistant and later as division manager for the Pacific coast.

Mr. MacEwen has had 35 years' experience in accident and sickness sales work. A native of Canada, he went to Los Angeles in his youth and joined Pacific Mutual Life as an underwriter in 1908. In his 34 years with that company he served as head of its accident and health department and later as vice-president and superintendent of agencies. He is a past president of the Health & Accident Underwriters Con-

ference and served as vice-president of the Life Agency Officers Association.

Mr. Schmitz joined Occidental Life in 1940 after a number of years with the Loyalty group. He entered insurance work immediately after graduation from college. He was especially successful as a salesman and soon was advanced to sales promotion work with the Loyalty group. From 1937 to 1940 he assisted in training new men for the organization.

### Mailings for Returning Agents

Occidental Life of California is preparing an announcement folder for agents returning from service. The cover carries the discharge emblem in gold, and on the inside it tells the details of the agent's return. This announcement will be mailed free of charge from the home office for a list of policyholders and prospective clients supplied by the returning agent.

On a visit to Hartford Edward N. Scheiberling, national commander of the American Legion, was honored at a reception given by members of the Robert E. Collins Post, No. 131, at the home office of Aetna Life. The Collins post has headquarters in the Aetna home office, and its membership is composed of Aetna men.

## A.&H. Doing Good Job, but Sales Technique Deficient

Only about 1% of disabilities are permanent, that is, extend beyond one year, so that any contract that provides indemnity for loss of time up to one year, as is done by most of the companies writing accident and sickness insurance in the United States, covers about 99% of the disabilities suffered by the people in any one year. On this basis, Dwight Mead, Pacific Mutual Life, Seattle, declared in the panel discussion sponsored by the Seattle Accident & Health Managers Club at the annual meeting of the Washington Association of Insurance Agents, that there is no reason for serious criticism by the government.

"As a matter of fact," Mr. Mead said, "assuming that we have 60 million post-war workers, those companies that are now writing group insurance can certainly cover between 60% and 80% of the workers, and individual policies should be able to take care of the balance. If we do this, there can be no cause for governmental interference with our business. The politicians claim that (1) we have not covered enough workers and (2) we do not give back a large enough segment of the American dollar. This may be true, but the fire and casualty companies are not doing any better than we are."

### Must Improve Sales Technique

In spite of the phenomenal growth of accident and health insurance, Mr. Mead admitted, however, that it has not been doing a very good selling job until quite lately. "We may anticipate that there is going to be some government plan that will make provision to pay the worker for time lost through disability or unemployment unless we improve our selling technique and give the public a simple contract that they can understand as basically doing just one thing, that is, provide income, whether it is on a short or long term basis, and unless we can improve our public relations program, which has been woefully weak, by explaining the contract to people in language that they can understand. The one thing a worker is interested in is: 'What is going to happen to my income if I can not work.'"

He also raised the question of what is to be done about impaired risks. "The government will insure all risks, including impaired risks," he said. "If the impairment is severe we will not underwrite; if it is not too severe we rider the policy. It is my belief that a large percentage of these impaired risks should not be denied coverage. The premium could be loaded to assume the impairment. Group insurance, however, takes care of many risks that would not be individually underwritten. This will help."

### Protect Time Loss First

Citing the statistics on disabilities and hospitalizations, he said the proportion is about one to four, and while hospitalization is very necessary to preclude longer period of disability, in his opinion it is much more important for the worker to have his time loss protected than to be hospitalized. Hospitalization and medical care are temporary relief, but the loss of income, if extended beyond 14 days, becomes a very serious situation from the standpoint of the family income unit.

### Ries Speaks for Blue Cross

Howard C. Ries, Equitable Society, Everett, Wash., who is a trustee of the Washington Hospital Service Association, trustee of the General Hospital of Everett and past president Washington State Hospital Association, speaking from a background of 24 years in life insurance and extensive collateral experience with accident and health and the various group coverages, said the

## Services Turn Attention to Conserving N.S.L.I.

WASHINGTON—With the return of peace National Service Life officers in the army and navy are turning their attention more particularly to a campaign of education and advice for members of the armed forces concerning the value of retaining their government insurance, their rights, privileges or duties with relation to such matters as conversion, benefits, payment of premiums after their discharge to civil life, etc.; also with respect to private life insurance, if they carry any.

Navy benefits and insurance officers, it is understood, at about 20 centers where navy personnel will be separated from the service as the process of demobilization proceeds, will advise the men returning to civil life what they should do, and how, if they wish to continue their government insurance after leaving the service, the benefits they stand to lose if they do not continue it, how premiums must be paid by the insured individually and directly instead of the wartime system of payment by allotments; also as to the advisability of converting NSL coverage or retaining private coverage, if any, premiums on which have been guaranteed by the government during a limited period under the soldiers and sailors civil relief act.

It is understood that a similar program will be carried on in the army as millions of men are released to civil life. Efforts are expected to be made to reach each returnee and point out the advantages of retaining his NSL coverage through conversion from 5-year-level-premium-term (recently extended to 8 years) to permanent policies.

Believing that the public has become better educated in the value of life insurance during the past generation, NSL officers in the armed service say they do not believe the percentage of N.S.L. coverage that is dropped, this peacetime, will be as large as the percentage of U. S. Government or war risk insurance dropped after world war 1.

Lt. John O. Gaultney, with New York Life in Memphis before entering the army, has been awarded the bronze star with cluster to add to previously awarded silver star, presidential unit citation, Purple Heart with two clusters and combat infantryman's badge.

Blue Cross should be recognized as a readjustment in the economics of hospital administration and distribution and not just as a competing insurance enterprise. It has two main purposes, (1) to ease the shock of the hospital bill, especially for dependents, which has been a major problem in many cases, and let the patient go home to get well with pleasant memories of the hospital and its service and (2) to meet the need that the hospitals be paid for their services promptly—especially services to ward patients, on which for many years they had been sustaining a loss, with an effort to distribute it over the other services and the rates on private rooms.

While the customary procedure of selecting risks may be imperative for insurance companies, and they should continue to follow this procedure without interference, he declared that unless some blanket coverage for sickness such as the Blue Cross offers for hospitalization is generally accepted, in Washington at least, the business is facing state legislation "which will do us all irreparable damage." A compulsory health insurance program was narrowly averted at the last session of the Washington legislature.

Charles W. Scovel, 83, who was president of the National Association of Life Underwriters in 1905-6, died this week at his home in Pittsburgh. He had been retired for many years.

## The COMMONWEALTH Commentary

### Principles, Not Pennies

The Commonwealth Career Plan is designed to stimulate men to sell ideas—to develop "creative selling"—to take the solicitation of life insurance out of the realm of arithmetical demonstrations and policy peddling. It recognizes that the successful life insurance salesman emphasizes ideas and minimizes technical discussions. It recognizes that he strives always to talk about principles, not pennies.

And that's why the Commonwealth Career Plan has attracted so many capable men who sought enlarged horizons. The famous Commonwealth compensation plans coupled with Commonwealth's agency-minded management policy is winning many friends and new associates.

Insurance in Force, July 31, 1945 — \$256,050,873

**COMMONWEALTH**  
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME

Reb  
Org  
Jigs

The  
organiz  
has ma  
The  
wether  
intend  
or if it  
to resu  
is not  
charged  
places  
service  
what e  
hire ne  
not ha  
who ha  
during  
The  
is certa  
come  
prewar  
the ma  
judge.  
in war  
been g  
they g  
work.  
adjuste  
enterin  
what th  
undoub  
ping ar  
war in  
recogni  
fields,  
turned  
indigna  
the pay  
were g  
Insur  
riod ha  
clerical  
themsel  
for this  
sible p  
new e  
tions h  
could v  
have h  
others  
who h  
salary  
compar  
zations  
bitious,  
in war  
navy o  
started  
level a

McC  
Unli

NAS  
warned  
mack,  
with in  
Tennes  
through  
the ma  
pay no  
Mr.  
non-ad  
receive  
basis o  
the pol  
as ben  
was \$1  
than \$  
ries. I  
compar  
to \$27  
were p  
000. A  
tremen  
chasing  
mium i  
losses p  
Mr.  
Tennes  
in an u  
sents a  
pany.  
der the  
pays no  
essary



## Rebuilding of Organization Is Jigsaw Puzzle

The task of rebuilding an insurance organization, now that the war is over, has many aspects of a jigsaw puzzle. The employer may not be certain whether particular men now in uniform intend to return to their insurance desks or if it is known that a man does plan to resume his insurance occupation, it is not known when he will be discharged. Insurance offices are holding places open for their men that are in service and hence they don't know to what extent they should go in trying to hire new personnel. They may or may not have to find new places for those who have been serving as replacements during the war years.

The salary question is puzzling. It is certain that the salary level will become stabilized at a point above the prewar figure, but just how much higher the market has become is difficult to judge. A good many men that have been in war jobs, particularly engineers, have been getting perhaps twice as much as they got before the war in insurance work. These men naturally have not adjusted themselves to the idea of re-entering the insurance field for less than what they have been getting. There will undoubtedly have to be a lot of shopping around and bargaining before post-war insurance salary grooves become recognized and established. In other fields, it is reported, men who have returned from military life, have become indignant that they were put back on the payroll for the same amount they were getting when they left.

Insurance offices during the war period have had a lot of experience with clerical employees and have adjusted themselves to the idea of paying more for this service, but in the more responsible positions there has not been much new employment. Insurance organizations have gotten along as best they could with what was left to them. They have hired a good many older men and others of somewhat marginal abilities who have not been insistent in their salary demands. Now, however, the companies must replenish their organizations with young men who are ambitious, who have had a taste of blood in war work, who have been army and navy officers and are anxious to get started immediately at as high a salary level as possible.

## McCormack Warns of Unlicensed Insurers

NASHVILLE—The public is being warned again by Commissioner McCormack, Tennessee, against doing business with insurance companies not licensed in Tennessee. These companies advertise through the medium of magazines or the mails that they have no agents and pay no commissions.

Mr. McCormack remarked that one non-admitted company during 1944 received premiums on a nation-wide basis of more than \$2 million, whereas the policyholders received only \$400,000 as benefits. The underwriting expense was \$1,250,000 of which amount more than \$300,000 was for home office salaries. During the same period another company received premiums amounting to \$275,000, whereas the policyholders were paid claims amounting to only \$40,000. A third company advertising the tremendous saving to any person purchasing one of its policies had a premium income in 1944 of \$982,000, while losses paid were only \$155,000.

Mr. McCormack declares that any Tennessean who purchases insurance in an unlicensed company is, if he presents a claim, at the mercy of that company. An unlicensed insurer is not under the supervision of the department, pays no taxes and should it become necessary to bring suit there would be no

one in the state on whom service could be had.

Much of the insurance that is being offered by mail or magazine solicitation, Mr. McCormack states, purports to be of the "group" variety, and for a few dollars promises to give life insurance coverage to all members of a family together with their relatives and in-laws. Ordinarily the buyers are not familiar with the terms of the small print in the contracts and are unaware of the fact that when death occurs to a member of the family, the claim is paid on a graduated basis in accordance with the age of the deceased, and reduced in proportion

to the number of members of the family insured.

On many such occasions it has been noted that a death claim under such policy will amount to only \$10 or \$20 dollars, whereas, the policyholder was under the impression that the death claim would amount to \$1,000.

None of the companies domiciled in Tennessee transacts business in states in which they are not licensed.

The commissioner urges residents of Tennessee before purchasing any insurance on mail or magazine solicitation, first to inquire whether that company is licensed in Tennessee.

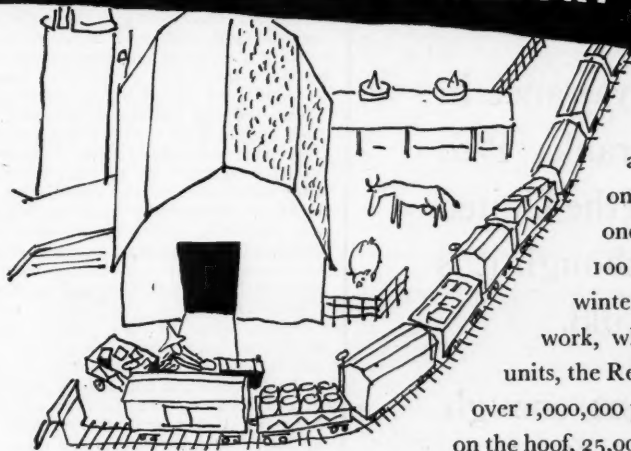
## Additional Alabama Figures

In presenting the new business and insurance in force exhibit for Alabama for 1944 in the Aug. 17 edition, the new business figures of All States Life were not available. The ordinary business of that company in Alabama last year totaled \$560,000 and industrial \$965,050.

This increases the new ordinary business written in the state last year to \$81,442,102, the industrial to \$142,726,114, and the total of all classes to \$303,045,297.

The insurance in force figures of All States Life in Alabama were correctly shown.

## One-man FOOD FACTORY



Out in Sun Prairie, Wis., Wm.

Renk, the nation's premier breeder of Shropshires, remodeled his barn around the tractor—came up with a one-man food factory system. Working

one unit, one farmer manages 350 hogs, 100 steers, 45 sheep in 8 hrs. a day of light

winter chores; in summer is free for field work, while animals pasture-feed. With five

units, the Renk farms' 850 acres in a year produce

over 1,000,000 pounds of steers, hogs, and sheep sold on the hoof, 25,000 bu. of hybrid seed corn, 10,000 bu.

of Vicland oats, plus the sheared wool—filling an 86 car train

of farm produce, several hours' supply for our men on all fighting fronts! Renk takes two

tons of meat and grain off every acre each year by using his head, tractor power, mechanized

barn, hay chutes, self-feeders . . . "A Layout for Labor Saving" passed along to other

successful farmers this new factory technique in a recent issue of SUCCESSFUL FARMING.

**Mechanization**, new time and labor saving devices, rural electric

lines, better methods . . . new crops, improved species, diversification,

rotation, better livestock . . . have brought higher yields, better incomes,

more security and stability to farming . . . make the best farmers in

the country, the country's best insurance market today—worth the

major effort of every major company.

**And the prime prospect pool** of farmers are the million plus

subscribers segregated in the thirteen Heart states, New York

and Pennsylvania . . . farm families with the largest investments,

crops, cash incomes—smart enough to make a success of

farming, and to know the need of protection—ready

prospects with five years of good prices and peak

savings . . . SUCCESSFUL FARMING can get entree and

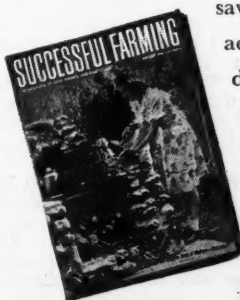
action for any good agent of any good company—and

does! Get the insurance presentations for agents selling

to farmers, worked out and proved out by SF's Don Ross . . . Details

any office . . . SUCCESSFUL FARMING, Des Moines, New York, Chicago,

Atlanta, San Francisco, Los Angeles.



## DOMINANT IN SIZE... ALERT IN SERVICE

Based on total life insurance in force, this Company ranks 19th among all companies of the United States and Canada, although it is still less than 50 years old.

But size alone is not enough. The service that is available to our policyholders is our principal concern, and the field force is helping us make it the kind of service to which Shield policyholders are entitled.



*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**



## Lawyers Study Elmore Article

The implication contained in an article by Frank H. Elmore, former special assistant to the U. S. Attorney General, to the effect that the defendants in the Southeastern Underwriters Association case would have done better to have stood trial on the indictment and sought a directed verdict of acquittal has brought comment from several insurance lawyers.

Mr. Elmore's article which was published in the "Journal of American Insurance," of American Mutual Alliance and was quoted at length in last week's issue of *THE NATIONAL UNDERWRITER*, described the Department of Justice as having been considerably concerned over the possibility that the companies, rather than demurring to the indictment, would stand trial, and be successful in seeking a directed acquittal verdict, since in that case there would have been no possibility of appeal by the government. These lawyers point out, however, that such an acquittal would not have settled the issue, for the Justice Department would have kept on seeking indictment after indictment in one jurisdiction after another. Apparently the government was preparing to do this, for even before the S.E.U.A. case was heard the Justice Department was conducting investigations in New York City and on the Pacific Coast.

Furthermore if the Justice Department had been unable to get the question before the Supreme Court in a criminal proceeding it could have switched it to a civil court. Had this been done, the Supreme Court would obviously have decided that insurance is commerce, just as it did in the S.E.U.A. prosecution. Thus, any uneasiness the Justice Department may have felt as to which course the S.E.U.A. defendants would take could only have been due to annoyance at a possible delay in getting the case before the Supreme Court.

## Ill. Interim Law Study Group Is Appointed

The three members of the house have been named to the Illinois interim commission to study insurance legislation in the light of the S.E.U.A. decision. They are: Harry Topping, local insurance agent of Kankakee; John Gorman, a broker with the George Herrmann & Co. insurance agency of Chicago, and W. B. Westbrook of Harrisburg, a textbook publisher's representative. The three members from the senate were previously announced.

Gov. Green this week named the three men to represent the public on the commission. They are: Paul F. Jones of Danville, former insurance director, and member of the Chicago law firm of Ekern, Meyers & Matthias; Joseph H. Braun, counsel Chicago Motor Club and secretary National Association of Independent Insurers; and Chase M. Smith, counsel for the Kemper group of companies who has represented the American Mutual Alliance frequently before the commissioners. Insurance Director Parkinson of Illinois is chairman of the commission ex-officio.

## Mrs. McGowan Now a Trustee

Mrs. Mary E. McGowan of Chicago has been named a supreme trustee of Ladies Catholic Benevolent to fill the vacancy caused recently by the death of Mrs. Julia A. Ward Clingen of Oak Park, Ill. She has been recorder and president of St. Lawrence branch of the society for 33 years and is president of the Central Council of Illinois.

Capt. Lyman C. Baldwin, who before the war was superintendent of agents of Security Life & Accident, is now on leave at his home at Denver. He has been in the service three years and for some time was in the Mediterranean area.

## Gets Back More Than He Paid in 69 Years



Jackson W. Bowdish, 96-year-old Linn county, Ia., pioneer, who purchased an ordinary life policy from Mutual Benefit Life in June, 1876, recently returned his policy to Ira T. Carrithers, Cedar Rapids district representative, and Russell B. Knapp, Des Moines manager.

He had paid the company \$1,738 and received back in dividends \$1,758, \$20 more than he had paid, and in addition a \$3,000 endowment.

He was born in Connecticut and moved to Iowa in 1856. He started to work as an office boy in a bank and at the time he purchased the policy was making between \$25 and \$30 a month. He married in 1880 and later organized a bank at Cedar Rapids.

The picture shows Mr. Carrithers (left), who is vice-president of the Cedar Rapids Life Underwriters Association receiving from Mr. Bowdish his 69-year-old policy. Mr. Knapp is at the right.

## Questions Full Employment Idea

The article "Observations on Beveridge's 'Full Employment in a Free Society' and some related matters," by W. A. Berridge, economist of Metropolitan Life, has been issued in reprint form by the Academy of Political Science. It originally appeared in the June issue of "Political Science Quarterly." Dr. Berridge questions whether "full employment" is compatible with "a free society," and asks: "Would 'full employment' really leave more than the vestigial relics of bygone freedoms?"

At the same time, he says, Dr. Beveridge deserves the gratitude of citizens throughout the democratic English-speaking world for going as far as he does in making clear the variety and extent of the economic, social and political controls which the adoption of a program of full employment would imply. With their eyes fully opened, these citizens "can make up their minds before embarking on an irreversible journey."

## N. Y. Statistical Tables Issued

The New York department has issued a 161-page advance printing of the principal statistical tables from the New York insurance report. It contains information on life, fire and marine, casualty and surety, hospital service and medical indemnity insurers, fraternal, assessment cooperatives and title insurance corporations.

## To Amend Tax Suit Petitions

OKLAHOMA CITY—At a district court hearing foreign companies were granted a demurrer and given 30 days to amend their petitions in the suit in which they are asking refund of taxes collected under the 4% premium tax law upon the ground that it discriminated against foreign in favor of domestic companies.

Turn to the 1945 Time Saver for the facts about accident and health policies—\$4 from The National Underwriter.

Mani  
to Be

Manufa  
will resun  
Islands a  
take over  
insurance  
of the E  
agency,  
its gener  
and open  
office wi  
Hall as a  
manager.  
will re  
Manila  
his new  
soon as  
stances v  
A long  
dent of  
pines, M  
known i  
became g  
Life over  
standing  
financial  
he wishe  
responsib  
will rem  
States, v  
break of  
Mr. H  
cation,  
work in  
Elser ag  
the Ph.L  
versity f  
merical  
and pers  
Mr. H  
of the a  
in Manil  
with Rot  
ticular i  
projects.  
Manila h  
months  
Tomas c  
advancing

NLR  
to R

WASH  
tional L  
med Life  
and argu  
decision  
of that  
appropri  
ing. TH  
tion am  
whether  
exclusive  
of Indu  
Agents

In see  
the com  
contrary  
that bec  
ploys i  
in Detr  
to join  
Ohio as  
properly

Sees No  
NLR  
is "unw  
certified  
Ohio a  
the right  
union o  
unit".  
agree"  
required  
ploys i  
unit.  
NLR

SALES  
Age 36,  
ment ex  
Full dete  
National  
Chicago



## Manila Branch Soon to Be Opened

Manufacturers Life as soon as possible will resume operations in the Philippine Islands and will take over the life insurance business of the E. E. Elser agency, formerly its general agents, and open a branch office with E. L. Hall as branch manager. Mr. Hall will return to Manila to assume his new post as soon as circumstances will permit.



E. L. Hall

A long-time resident of the Philippines, Mr. Elser was one of the best-known insurance men there when he became general agent for Manufacturers Life over 20 years ago. He had a high standing in Philippine commercial and financial circles. Now in his 79th year, he wishes to be relieved of some heavy responsibilities that he has carried and will remain for a while in the United States, where he has lived since outbreak of the Pacific war.

Mr. Hall had wide experience in education, Y.M.C.A., and life insurance work in the Far East before joining the Elser agency in March, 1933. He holds the Ph.D. degree from Columbia University for specialized studies in commercial education, vocational guidance and personnel work.

Mr. Hall was life department manager of the agency for many years. While in Manila he was prominently identified with Rotary International, and took particular interest in vocational guidance projects. When the Japanese occupied Manila he was interned and spent many months as a prisoner in the Santo Tomas camp, before he was released by advancing American forces Feb. 3.

## NLRB Denies Motion to Reopen Case

WASHINGTON, D. C.—The National Labor Relations Board has denied Life of Virginia's motion to reopen and argue before the board the latter's decision that all weekly premium agents of that company in Ohio constitute an appropriate unit for collective bargaining. The board had ordered an election among these agents to determine whether they desire to be represented exclusively by the American Federation of Industrial & Ordinary Insurance Agents Union No. 22,264 of AFL.

In seeking reconsideration by NLRB, the company contended that decision is contrary to the law and prior decisions; that because the union represents employees in four of the company's offices in Detroit, the practical effect will be to join in a single unit the Detroit and Ohio agents; that the latter cannot be properly represented by a Detroit union.

### Sees No Need for Separate Union

NLRB says the company's concern is "unwarranted"; that if the union is certified as bargaining representative of Ohio agents "the company will have the right to insist on dealing with the union on the basis of that established unit"; that the board is "unable to agree" that a separate local union is required in Ohio before company employees may be represented as a separate unit.

NLRB points out that it "has never

### SALES PROMOTION MANAGER AVAILABLE

Age 36, thirteen years field sales and management experience in ordinary and industrial. Full details upon request. Address C-72, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

imposed any 'residential' requirement upon labor organizations seeking certification as statutory representatives; we can perceive no reason why such a requirement would effectuate the policies of the act."

### Mendola Not to Appeal

Charles Mendola, who recently lost his suit to enjoin the New York department from enforcing the state licensing law, has decided not to appeal from the decision. According to his attorney, A. W. Arnold, it was felt that in view of the passage of public law 15 upholding state regulation and the recent reversal in the Ware countersignature case, which upheld Idaho's countersignature law after the federal district court had held it invalid no useful purpose would be served by appealing the case. Mr. Mendola represented American Farmers of Phoenix, Ariz., which is not licensed in New York. The judgment against him was entered Aug. 21 and he had 30 days to appeal.

President T. K. Gibson of Supreme Liberty Life of Chicago has been elected a trustee of Atlanta University. He is an alumnus of that institution. He is also a graduate of Harvard. He is one of the prominent Negro leaders of the country.

## Laing, Kennedy to Higher Posts

Prudential has elected Charles B. Laing an assistant secretary. Formerly a supervisor, he will be associated with W. R. Cunningham, assistant secretary, in the administration of the actuarial group of departments. He joined Prudential in 1930 in the ordinary actuarial department. In 1939 he was appointed manager after having served in the comptrollers organization and cost survey departments. He was promoted to supervisor in 1942.

### Kennedy Is Supervisor

Henry M. Kennedy, manager of advertising and publications, has been named supervisor. A graduate of Princeton University, he joined Prudential in 1933. Shortly thereafter he was transferred to the publications department. In 1938 he was appointed assistant editor of publications. In 1939 he began working with the advertising committee which passed on copy for magazine advertisements and radio commercials for Prudential. In May, 1942, when the advertising and publications departments were merged he was selected as head of the new department. He is a C.L.U.

## Richmond Managers Aid University Course There

Life Agency Managers, Inc., of Richmond is very much interested in a special two-year program in life insurance sponsored by the school of business administration of the University of Richmond and has given assurance of financial aid and support. Perry F. Mullinax, New York Life, president of the organization, has appointed a committee headed by G. T. Bryson, Sun Life, to cooperate with Dean G. M. Modlin of the school of business administration in setting up the course. It will be so arranged that veterans and others who take it can prepare for C.L.U. examinations. The managers will furnish instructors to give lectures on subjects bearing directly on life insurance. The school will open in September.

E. Dudley Colhoun, Shenandoah Life, Roanoke, while in Chicago this week for the meeting of the trustees of the National Association of Life Underwriters, was able to have a visit with his son Dudley Colhoun, Jr., who is seaman first class undergoing boot training at Great Lakes Naval Training Station. Mr. Colhoun was accompanied to Chicago by Mrs. Colhoun.



## "IT'S A DANDY!"

So is the kit of sales tools made available to every LNL man under contract. He can offer: A full line of Life Insurance, par or non-par; Juvenile Insurance, Mortgage Redemption contracts, Salary Continuance Plans; a wide variety of annuities; sub-standard service up to 500% mortality; a complete Group Insurance service including the casualty Group coverages—plus

speedy Home Office service on all business submitted.

The Company's current sales expansion plan has opened new opportunities for agents, general agents, supervisors and Group men. If you'd like to know more about these openings, write the Agency department, Home Office.

**The Lincoln National**  
Fort Wayne 1



**Life Insurance Company**  
Indiana

More Than One and One Half Billion of Life Insurance in Force

## EDITORIAL COMMENT

### Medical Progress and Underwriting

The announcement that appeared in the daily papers the other day that a new medicine of the penicillin type, known as streptomycin, is under study at the University of Illinois, is of considerable interest to life insurance medical men. It is known that many hospitals for some time have had a small quantity of streptomycin with which to experiment and that medical men have become extremely expectant concerning it. The fact that news about it has now been released to the daily newspapers must be taken as an indication that the research people feel confident that it is nearly ready for practical use. According to Dr. H. W. Anderson, a professor of plant pathology who is head of the University of Illinois work in its biologic aspects, "recent results indicate that streptomycin may prove to be the wonder of wonders drug."

According to an Associated Press dispatch, streptomycin is even believed to be effective in some cases of tuberculosis and some of the medical men conversant with research in this direction express the hope that if streptomycin does not prove to be effective in the treatment of tuberculosis, there will sooner or later be developed a wonder drug that will hit the mark.

Progressive medical selection men in the life insurance ranks, in contemplating the developments of medicine in recent years, are wondering whether life

insurance underwriting has fully discounted these advancements. Some believe it would be wise at this juncture to take a new over-all look at the national health picture, to tot up all the advancements of medical science that are contributing to the prolongation of life and to attempt to apprehend what the long range benefits may prove to be insofar as mortality costs are concerned. These developments such as streptomycin come singly and there naturally can be no attempt to adjust underwriting practices and outlook to each one, but it may be that in the aggregate over a period of years it is well to take an imaginative glance at what has been occurring and to attempt to sum up the progress of the past decade or 20 years. This may require a somewhat imaginative approach. But it might be a worthwhile service to have it done because of its value as a broad scale gauge for underwriting executives. Just the deaths from pneumonia that have been avoided by the new drugs undoubtedly add up to a pretty penny from the life insurance standpoint. It would be an absorbing undertaking to try to guess what the increase in the premium paying period is likely to be in the next 20 or 30 years because of lives saved and lives prolonged due to the new medicines that have been discovered during the past decade and the new medical techniques that have been developed.

### Keep Agency Practices Agreement's Aims

The unexpectedly early ending of the war puts a heavy strain on the life companies' and agencies' loyalty to the principles that were embodied in the agency practices agreement. A decade of operation proved those principles sound but the itch for volume for its own sake is a strong one in life insurance business.

Perhaps the greatest danger will be from those who feel they are following sound principles of selection, training and supervision but who will be tempted to relax their standards here and there in the keen competitive bidding that is already going on to get ex-service men and men formerly in essential war industries.

The agency practices agreement, as an inter-company pact, no longer exists, as many companies thought there was a possibility of tangling with the federal anti-trust laws. What a clever prosecutor could do to make the agreement seem like a conspiracy in restraint of

trade rather than a movement very much in the public's interest is not something to contemplate with complacency.

Yet the experience with the agreement and the soundness of its principles have made such a deep impression on life insurance leaders, both in the home office and in the field, that probably it will be about as well lived up to as when it was an actual inter-company obligation. It should be remembered also that there were quite a few companies which, though not actual signatories, followed the agreement's principles anyway. From this it can be seen that belief in and practice of the agreement's principles is the main thing, more important than signing a document.

The fact that the agreement's principles could be followed for so long by so many companies, even though there were and still are a number paying scant heed to its credo is a source of encouragement, for it shows that if companies wish to follow sound agency

practices they can do so even though not all their competitors have seen the light.

An even more positive encouraging sign is the tremendous demand there has been for reprints of the report of the Sales Research Bureau's agency management committee, headed by Vice-president W. P. Worthington of Home Life of New York, which came out in July. The demand has necessitated the printing of more than 7,000 copies. A number of companies wanted to put a copy in the hands of each general agent or manager. One company president said it should go to every company president and this suggestion was followed. The enthusiastic reception this report has had should be indicative of the temper of the big majority of the life insurance business.

The selling end of the life business has pulled itself up tremendously during the last decade. The number of agents is lower but their average earn-

ings are higher and the average policy sold is higher. The war has accentuated this trend. As recruiting begins to get back to peacetime possibilities, will the life insurance business have the spiritual fortitude to resist returning to the old system of inducting anyone who looks like a possibility in the hope that a few will pan out?

There is a big job of recruiting ahead. Never before has the life insurance business been so well equipped to exercise intelligent discrimination in the selection of new agents. It can wipe out whatever traces may be left of the public's feeling that life insurance selling was something that anybody could get into—usually after failing at everything else he had tried.

On the other hand the period just ahead offers the finest possible opportunity for continuing the improvement that has marked the last decade and maintaining the gains that have resulted from wartime conditions.

## PERSONAL SIDE OF THE BUSINESS

**Lawrence A. Chiello**, district manager John Hancock Mutual at New London, Conn., has been appointed chairman of a committee representing insurance agencies in the city in connection with the veterans' advisory staff.

**E. S. Ashbrook**, president North American Life of Chicago, is pursuing his regular custom this season in not taking a summer vacation. Instead he attends all the baseball games of the National League when the Chicago Cubs are playing in their home city. He is an ardent Cub fan and because of frequent attendance becomes well acquainted with the merits of the players.

**E. Parker Waggoner**, former president of the old Buffalo Mutual Life, has been appointed executive vice-president of the New York State Association of Real Estate Boards, with headquarters in Albany.

**Lt. Col. Andrew F. Price**, U. S. A., retired, who represents State Life of Indiana at Fort Worth, Tex., has been presented the cross of knight commander in the Order of the Crown of Italy for his service as executive officer of the 141st infantry of the 36th Division, fighting in Italy. He also has received the silver star with cluster for gallantry in action and the Purple Heart.

**Mr. and Mrs. Andrew M. Sweeney**, Indianapolis, have just celebrated their 67th wedding anniversary. Mr. Sweeney was one of the founders of State Life.

**Nathaniel Reese**, who retired in January as general agent of Provident Mutual Life in Detroit after 45 years as head of the agency, is receiving congratulations on making a hole-in-one on the No. 4 hole (135 yards) of the Mackinac Island golf course. After his retirement he spent the remainder of the winter in Florida and is summering at Mackinac.

**Ernest W. Owen**, former state agent of Sun Life of Canada at Detroit and active in the affairs of the N.A.L.U. in past years, has entered the British con-

sular service in San Francisco as vice-consul for the bay area.

President **Roy Tuchbreiter** of Continental Casualty and Continental Assurance, who was hospitalized because of duodenal ulcer which caused a hemorrhage, is back on his feet and at work every day. He had a remarkable recovery.

**Dennis N. Warters**, vice-president and actuary of Bankers Life of Des Moines, has rounded out 25 years' service with that company. Born in Birmingham, Eng., Mr. Warters was graduated from University of Manitoba and went to Bankers Life after three years with a Canadian company. He is a fellow both of Actuarial Society and American Institute of Actuaries.

**Jules Vlamincik**, former agent of Manufacturers Life in Manila, has joined the San Francisco agency of that company. Mr. Vlamincik, a Belgian, was not placed in a concentration camp by the Japanese and enjoyed a certain amount of personal freedom while they occupied the city. He had represented Manufacturers in Central America and China before going to the Philippines.

## DEATHS

**Oscar E. Erickson**, insurance commissioner of North Dakota, died at a hospital at Bismarck. Just two months previously he had been acquitted by the North Dakota state senate of impeachment charges that had been voted by the house. Shortly after the trial he entered a hospital and underwent a major operation.

Mr. Erickson was born in 1884 at Bloomer, Wis. He worked as a laborer in lumber operations and went into North Dakota as a harvest hand in 1906. He settled at Tappen, N. D. He became a school director and served as village marshal and township clerk. He served

## THE NATIONAL UNDERWRITER



Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York.  
EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. F. A. Post, C. D. Spencer. Associate Editors: D. R. Schilling, J. C. O'Connor.

PUBLICATION OFFICE: 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704.  
BUSINESS DEPT.: Howard J. Burrage, President. Louis H. Martin, Vice-President and Secretary. John Z. Herschede, Treasurer.

### BRANCH OFFICES IN KEY CITIES

**ATLANTA 3, GA.**—560 Trust Co. of Ga. Bldg., Tel. Walnut 5867. Ernest E. Hess, Resident Manager.

**BOSTON 16, MASS.**—944 Park Square Bldg., Tel. Hubbard 8696. Ralph E. Richman, Vice-President.

**CHICAGO 4, ILL.**—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, W. A. Scanlon, and A. S. Cutler, Associate Managers. L. N. Yellowless, Advertising Manager.

**CINCINNATI 2, OHIO**—420 E. Fourth St. Tel. Parkway 2140. Abner Thorp, Jr., Vice-President. George C. Roeding, Associate Manager. George E. Wohlgenuth, News Editor.

**DALLAS 1, TEXAS**—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

**DES MOINES 15, IOWA**—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

**DETROIT 26, MICH.**—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

**MINNEAPOLIS 2, MINN.**—503 Northwestern Bank Bldg., Tel. Bridgeport 7838. R. W. Landstrom, Resident Manager.

**NEW YORK 7, N. Y.**—89 John St., Room 1103, Tel. Beekman 3-2958. Editorial Dept.—R. B. Mitchell, Eastern Editor; Dorothy B. Paul,

### LIFE INSURANCE EDITION PUBLISHED EVERY FRIDAY

Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

**SAN FRANCISCO 4, CAL.**—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.

as a r  
lature  
senator  
been in  
except  
peachm  
when h  
Mr.  
executi  
sociatio  
but his  
St. Pau  
Col.  
Milwau  
ber of  
western  
ern Na  
attack.  
J. W.  
executi  
of Lin  
illness  
Mr.  
authori  
and ha  
Legal  
Conver  
activiti  
in Lin  
Republ  
been v  
the leg

H.  
troller  
until M  
Sunday  
of Pal  
in 191  
at the  
cashier  
to Ha  
premium  
assista  
A so  
manag  
D. C.

R. F.  
Cour  
App  
as ass  
Mut  
been  
Gerald  
stro  
couns  
of M  
Moo  
his  
Marqu  
sity i  
two y  
law fi  
Colem  
Hayes  
asso  
Mill  
Faircl  
perien  
financ  
gives  
cialize  
North  
memb  
sin St

To W  
The  
thoriz  
funds  
debts  
on ha  
alien  
terest  
in var  
Its  
tional  
and  
indus

New  
DE  
treas  
chart  
Mr.  
Pierc  
Earn



as a representative in the state legislature from 1923 to 1933 and as state senator from 1933 to 1935. He had been insurance commissioner since 1937 except for the period following his impeachment and until he was acquitted when he was under suspension.

Mr. Erickson was a member of the executive committee of National Association of Insurance Commissioners, but his resignation was accepted at the St. Paul meeting early this summer.

**Col. Fred C. Best**, 71, prominent Milwaukee financier, a trustee and member of the finance committee of Northwestern Mutual Life and of Northwestern Mutual Fire, died from a heart attack.

**J. W. Kinsinger**, general counsel and executive vice-president of Midwest Life of Lincoln, Neb., died, following an illness of several months.

Mr. Kinsinger was recognized as an authority in the field of insurance law and had taken prominent part in the Legal Section of the American Life Convention. Outside his professional activities, he held many civic honors in Lincoln and was a leader of the Republican party in his state. He had been with Midwest Life since 1921 in the legal department.

**H. Wells Walker**, assistant comptroller of Travelers, for many years until his retirement in January, died Sunday at Bronxville, N. Y. A native of Palmyra, N. Y., he joined Travelers in 1912, and after undergoing training at the home office, became assistant cashier at St. Louis. In 1916 he went to Hartford as accountant in the life premium division and in 1927 was made assistant comptroller.

A son, John W. Walker, is assistant manager of Travelers at Washington, D. C.

## COMPANIES

### R. F. Mooney Assistant Counsel of N. W. Mutual

Appointment of Richard F. Mooney as assistant counsel of Northwestern Mutual Life has been announced by Gerald M. Swanstrom, general counsel. A native of Milwaukee, Mr. Mooney received his LL.B. from Marquette University in 1934. After two years with the law firm of Hayes, Coleman, Barry & Hayes, he became associated with Miller, Mack & Fairchild. His experience in corporate practice includes financial and insurance matters, which gives him ample background for the specialized duties being assigned to him at Northwestern Mutual Life. He is a member of the Milwaukee and Wisconsin State Bar Associations.



R. F. Mooney

### To Wind Up American Citizens

The Ohio department has been authorized to make a final distribution of funds of American Citizens Life. All debts have been paid and of the \$83,126 on hand, \$49,413 will be paid to the alien property custodian, as foreign interests held 59% of the stock, registered in various names for General of Trieste.

Its business was reinsured, Ohio National Life taking over ordinary policies and All-States, Montgomery, Ala., the industrial business.

### New Colorado Life Company

DENVER—Homer F. Bedford, state treasurer of Colorado, has applied for a charter for People's Life of Colorado. Mr. Bedford is president; Charles A. Pierce, Keenesburg, first vice-president; Earnest H. Law, Denver, second vice-

president; A. C. Fonda, also of Denver, secretary-treasurer; Byron G. Rogers, Denver, general attorney, and Dr. J. C. Wiedenman, Englewood, medical adviser.

## CHANGES

### Commonwealth Men Are Advanced

Perry R. Knight, manager of the industrial department of Commonwealth Life at Charleston, W. Va., for the last two years, has been named manager for central Indiana with headquarters at Muncie. He is a native of Indiana, started as agent with Commonwealth in



P. R. Knight



Oscar Johnson

Indianapolis and was promoted to assistant manager and then manager of the Charleston district.

Oscar Johnson, assistant manager at Ashland, Ky., succeeds Mr. Knight. He is a native of West Virginia, and has spent his entire business life in insurance. He joined Commonwealth in 1937 as agent at the age of 20, demonstrated unusual ability and won rapid promotion. His staff always has been listed among the leaders. Recently in a one-week special ordinary effort he and his six agents wrote 226 lives. He has been an outstanding personal producer and consistently a member of the top production clubs.

### Bradley Great-West Group Representative in Chicago

Great-West Life has appointed Robert D. Bradley as group representative in the Chicago office associated with Manager Earl M. Schwemm.

His appointment results from the increased amount of group business being done at Chicago. Mr. Bradley will devote his full time to group sales and service. His appointment will round out an organization set up to give speedy and efficient attention to prospects and policyholders in all group insurance matters. He will work directly with John A. Churchman, group supervisor at Chicago.



R. D. Bradley

### Provident Mutual Names Vance in Northwest Pa.

Provident Mutual has appointed John C. Vance as sole general agent for the northwestern Pennsylvania territory. Mr. Vance succeeds the partnership of Johnson & Vance, which was dissolved on the recent death of Howard Johnson. Headquarters of the agency will continue to be at New Castle, with branches in Ellwood City, Sharon and other points in the territory.

Mr. Vance in 1928 joined Provident

Mutual as a special agent in New Castle. In 1936 he moved to Sharon as district agent, and early this year was appointed co-general agent.

He is vice-president of the Depositors National Bank of New Wilmington. He is a member of the Provident Mutual Leaders Club and has over \$1 million of insurance in force in his area.

### Garcelon in Tennessee Post

Merrill Garcelon, who has been released from active duty as a lieutenant-commander in the navy, has joined the E. T. Proctor agency of Northwestern Mutual Life at Nashville as district agent for Memphis and Shelby counties. Before joining the navy three years ago he was with Northwestern Mutual at Boston where he was engaged in personal production and agency organization work. He is a C. L. U. In the navy he served as insurance officer and personnel officer at the naval training station at Newport, R. I.

### Davison Brokerage Manager

R. C. Davison has been appointed brokerage department manager of the John B. Ames agency of Lincoln National at Detroit. He has had long life insurance experience, starting as agent

for Banker's National Life. For five years he was regional supervisor of the old Bankers Reserve of Omaha, for eight years agency manager of Federal Life at Detroit, and for a year agency manager there of American United.

### Roethig Dubuque Manager

Leo E. Roethig, formerly district manager at Waterloo, Ia., of Metropolitan Life, has been appointed district manager at Dubuque to succeed Niles Church, who has retired.

### Woodward and Taylor Agencies Confer

A three-day joint educational conference was held in Cincinnati by George J. Woodward's Cincinnati and J. K. Taylor's Louisville agencies of Equitable Society. Vice-President A. B. Dalager represented the home office. L. J. Musselman, Dayton, and Walter P. Walters of Pikeville, Ky., spoke on visual selling.

War experiences were related at the banquet by R. W. Carter, Springfield, O., and Maj. John B. Farber and Peter Dietrichson, both of Dayton, former agents home on furlough. Mr. Carter told of his radar operations on a de-

## NOT TOO OLD NOT TOO COLD

Ohio National has grown powerful but humble and counts friendship high. A real spirit of cordiality exists and has made possible steady growth of Agent's Insurance in Force.

*Home office cooperation with the  
Field men assures success.*

*Over Quarter Billion Insurance in Force.*

THE OHIO NATIONAL  
LIFE INSURANCE COMPANY

CINCINNATI, OHIO



stroyer; Major Farber, who has two presidential citations, gave an account of the eighth air force from D day on and Mr. Dietrichson of his work with the Norwegian underground, where he spent many months.

### Beneficial Life Gathering

SALT LAKE CITY—Beneficial Life will hold its annual general agents meeting here Sept. 24-27, with 12 agency heads expected to attend.

Clyde J. Summerhays, superintendent of agents, will preside at the business sessions. James E. Scholefield of the Research Bureau will attend all sessions.

George J. Cannon, executive vice-president, will be host and principal speaker at the banquet.

The company is having its best year, averaging \$2 million a month production. To date it shows a 20% gain over 1944.

### Honor Tower Club Members

Tower Club members of the Seattle agency of Northern Life attended a banquet and miniature convention there. Irving Morgan, executive vice-president, was chairman, and speakers were President D. M. Morgan, R. R. Matthews, H. L. Quigley and Russ Goodwin, Linus Pearson and Clyde Goodwin, Tower Club officials.

## AGENCY NEWS

### Hays & Bradstreet Party Honors Rolla R. Hays, Sr.

The Hays & Bradstreet agency of New England Mutual Life in Los Angeles held its 13th annual agency party with 75 in attendance, including the wives of the associates and members of the office staff.

The affair also marked the retirement

of Rolla R. Hays, Sr., founder of the agency. Mr. Hays was presented 158 applications by M. B. Youell of Santa Ana, the winner of the contest held in honor of Mr. Hays to mark his retirement, in number of applications. David S. Kamp was first in volume of business. Mr. Hays also was presented an engrossed scroll signed by every member of the agency.

Mr. Hays, in acknowledging the tribute, reviewed the early days of the agency, starting without a single dollar's worth of business on the books, and carrying forward to 1944 when it led all the agencies of the company.

The trophy as the most valuable associate in the agency during the year was awarded to Edward Choate by General Agent R. H. Bradstreet. Mr. Choate is president of the Los Angeles Life Underwriters Association and a life member of the Million Dollar Round Table.

The golf tournament was won by General Agent Rolla R. Hays, Jr.

### Blohm Agency No. 1 for July

The W. Henry Blohm agency of Provident Mutual Life at Cincinnati led all of the agencies in paid for business for July. This is the second time the Cincinnati agency has produced more business than all other Provident Mutual agencies.

### Surprise Luncheon for Woody

With 50 members and their wives in attendance, the members of the Taft Woody Agency, Equitable Society at Harrisburg, tendered a surprise birthday luncheon for Mr. Woody. An application shower of new business was presented to Mr. Woody by John C. Krebs, Hanover, president of the agency association, which totaled 30 applications for \$185,000, and one group case for \$360,000. On behalf of the group, Mr. Krebs presented Mr. Woody with a leather club chair for his office and a bound scrap book which set forth

pictorially the progress of the agency since Mr. Woody was appointed manager in 1942. Following the luncheon, entertainment was presented with Paul S. Miller as master of ceremonies.

### Scheuer Agency Sets Record

The State Mutual Life agency at Cincinnati, headed by Lee B. Scheuer, during July produced the largest volume of business that has ever been produced in one month in Cincinnati. The Scheuer agency led State Mutual for that month by a large margin.

## POLICIES

### Rates on New Occidental Participating Policies

Detailed rates have been released on new participating policies issued by Occidental Life of California which were announced in the July 20 issue of THE NATIONAL UNDERWRITER. They are:

Rates Per \$1,000												
Spec. Ret. Inc.	Spec. Ret. Inc.	20 Pay. End.	20 Pay. End.	20 Pay. End.	20 Pay. End.	20 Pay. End.	20 Pay. End.	20 Pay. End.	Single Prem.			
Age 65	Age 60	Age 85	Age 80	Age 75	Age 70	Age 65	Age 60	Age 55	Age 50			
\$	\$	\$	\$	\$	\$	\$	\$	\$	\$			
15	24.17	28.68	27.96	49.60	394.91	734.17	27.54	33.79	30.22	49.91	429.38	735.09
20	31.91	40.47	32.73	50.23	466.50	736.17	32.94	42.06	33.28	50.32	474.39	736.53
25	34.04	43.74	33.84	50.41	482.45	736.95	35.21	45.56	34.44	50.52	490.69	737.45
27	35.21	45.56	34.44	50.52	490.69	737.45	36.47	47.50	35.04	50.63	499.10	738.02
28	36.47	47.50	35.04	50.63	499.10	738.02	37.79	49.58	35.68	50.78	507.68	738.63
29	37.79	49.58	35.68	50.78	507.68	738.63	39.21	51.81	36.34	50.93	516.40	739.42
30	39.21	51.81	36.34	50.93	516.40	739.42	40.73	54.21	37.03	51.12	525.29	740.25
32	42.37	56.81	37.76	51.33	534.32	741.18	44.12	59.61	38.51	51.57	543.49	742.21
34	44.12	59.61	38.51	51.57	543.49	742.21	46.00	62.66	39.29	51.83	552.78	743.33
35	46.00	62.66	39.29	51.83	552.78	743.33	48.08	65.97	40.11	52.12	562.19	744.57
36	50.32	69.57	40.96	52.44	571.73	745.91	52.73	73.51	41.84	52.81	581.36	747.38
38	52.73	73.51	41.84	52.81	581.36	747.38	55.84	77.84	42.78	53.21	591.09	748.97
39	55.84	77.84	42.78	53.21	591.09	748.97	58.17	82.62	43.74	53.66	600.92	750.70
40	61.23	85.52	44.76	54.14	610.82	752.56	64.58	91.24	45.82	54.69	620.78	754.56
42	64.58	91.24	45.82	54.69	620.78	754.56	68.22	97.64	46.93	55.29	630.78	756.69
43	68.22	97.64	46.93	55.29	630.78	756.69	72.22	104.84	48.09	55.93	640.81	758.97
44	72.22	104.84	48.09	55.93	640.81	758.97	74.54	113.01	49.31	56.64	650.88	761.42
45	74.54	113.01	49.31	56.64	650.88	761.42	79.28	122.35	50.60	57.43	660.98	764.03
46	79.28	122.35	50.60	57.43	660.98	764.03	84.54	133.10	51.94	58.30	671.15	766.85
47	84.54	133.10	51.94	58.30	671.15	766.85	90.40	145.68	53.37	59.23	681.35	769.89
48	90.40	145.68	53.37	59.23	681.35	769.89	96.98	160.52	54.87	60.26	691.60	773.16
49	96.98	160.52	54.87	60.26	691.60	773.16	104.46	178.28	56.44	61.38	701.87	776.66
50	104.46	178.28	56.44	61.38	701.87	776.66	112.97	197.00	58.12	62.60	712.16	780.41
51	112.97	197.00	58.12	62.60	712.16	780.41	122.77	200.00	59.90	63.93	722.46	784.40
52	122.77	200.00	59.90	63.93	722.46	784.40	134.17	210.00	61.78	65.40	732.76	788.66
53	134.17	210.00	61.78	65.40	732.76	788.66	147.64	230.00	63.78	66.99	743.04	793.17
54	147.64	230.00	63.78	66.99	743.04	793.17	163.73	245.00	65.90	68.72	753.28	797.96
55	163.73	245.00	65.90	68.72	753.28	797.96	180.00	260.00	68.89	70.97	763.66	803.65
56	180.00	260.00	68.89	70.97	763.66	803.65	190.00	270.00	70.00	72.00	774.00	808.00
57	190.00	270.00	70.00	72.00	774.00	808.00	210.00	290.00	73.00	75.00	784.00	818.00
58	210.00	290.00	73.00	75.00	784.00	818.00	230.00	310.00	77.00	77.00	805.00	825.97
59	230.00	310.00	77.00	77.00	805.00	825.97	250.00	330.00	81.00	81.00	826.00	838.00
60	250.00	330.00	81.00	81.00	826.00	838.00	270.00	350.00	85.00	85.00	847.00	848.00



legislative interim committee will, with the aid of the insurance department and insurance industry, formulate legislation necessary to conform to the act of Congress.

"The industry has reached its outstanding pinnacle of success solely under state supervision for nearly a century," he declared. "Nobody familiar with insurance history wants unrestricted premium rate competition. It could only result in the failure of companies, one after another, with devastating loss to policyholders. It is because of such calamities that the states began to regulate insurance, rates and taxation. They will continue to do so successfully."

"Regardless of the interstate ramifications of insurance, its regulation and taxation are primarily local matters. All the states need is the exercise of vision and common sense. Insurance is essentially sound. So is state regulation. I have no fears as to the future of either."

## Illinois Caravan to Wind Up at Peoria Meeting

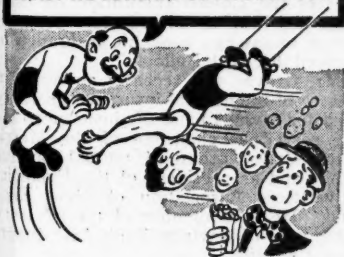
The National Association of Life Underwriters "caravan" of officers and noted speakers will make its annual tour of Illinois the weeks of Nov. 5 and 12, and two trustees will be sent to visit local associations in Illinois as they have done for the last three years. In that state each trustee will go with a zone sponsor to visit associations in the zone. Dates of these meetings will be announced later.

The zone sponsors are: 1, R. R. Reno, Chicago and Elgin; 2, Kenney E. Williamson, Bloomington, Galesburg, Quincy and Peoria; 3, K. L. Keil, Springfield, Centralia, Decatur and Jacksonville; 4, E. C. Norton, Alton, East St. Louis and southern Illinois; 5, N. P. Brewer, Freeport and Rockford; 6, Earl M. Schwemm, Aurora, Kankakee and Lake County; 7, R. M. Carlson, Champaign and Danville; 8, Thomas A. Lauer, Illinois association president, Joliet, and 9, P. E. Larson, LaSalle county and Rock River.

Following this tour the national trustees and president will join state and local officers of Illinois at Peoria in a one-day conference on association activities Nov. 16 at the Hotel Pere Marquette. The following day the Peoria association will hold its annual sales congress, the program for which will be announced later.

Franklin-St. Lawrence County, N. Y.—Pat Brennan of Malone was elected

**ASK HIM ABOUT THAT GENERAL AMERICAN LIFE ECONOMASTER CONTRACT WE'VE HEARD SO MUCH ABOUT!**



"The ECONOMASTER is a Preferred Risk Whole Life contract which has a first year dividend and a second year cash value. At age 35, the rate is \$22.99 a thousand. Based on our current dividend scale, if dividends are used to reduce premiums, the average annual premium over 20 years will be \$18.23 per thousand. You can see why the ECONOMASTER is easy to sell!"

**GENERAL AMERICAN LIFE**  
INSURANCE COMPANY

WALTER W. HEAD, Pres.

St. Louis, Mo.

president at a meeting in Massena. Emerson Babcock, Massena, is vice-president; R. H. Blanchard, Malone, secretary. Harold Schackelton, Connecticut General, Utica, was speaker.

**SAN FRANCISCO**—Miss Hermine Kuhn, field assistant of Manhattan Life and chairman of the Women's Quarter Million Round Table, at a luncheon in her honor told the women's section of the methods she has found most successful in selling women and men. She stressed the value of a broad understanding of present-day economics and conditions affecting individuals. She brought out the value, profit and encouragement in membership in the Quarter Million Round Table.

## Take Quick Action in Eliminating War Clauses

(CONTINUED FROM PAGE 1)

rider on existing policies will be announced later. As far as possible the discontinuance of the rider will be retroactive. The rider was first used on Sept. 15, 1941, to groups subject to war service. Following Pearl Harbor, the rider was extended to all policies. Liability was limited in certain war and aviation hazard cases to the payment of the premiums received, plus 3% interest, or the reserve on the policy at the date of death, whichever was the greater, plus in either instance any dividends accrued to the credit of the policy. Since December, 1941, the rider, with some liberalization in January, 1943 and June, 1945, has been in general use.

### TRAVELERS

Travelers announces that all contracts issued to new applicants for life insurance will be free of war restriction. It is not proposed to reissue or revise any outstanding contracts containing a war endorsement inasmuch as such restriction applies only in time of war and for six months thereafter.

The restrictions of new issues as to disability provision, additional indemnity provision and limitation of amount imposed Dec. 18, 1941, are removed.

### CONNECTICUT MUTUAL

Connecticut Mutual is now issuing insurance without war clause to civilians. It is expected that a few exceptions will be made where special hazard exists. Applications for insurance without war clause will be considered on civilians under age 15 and over age 30 with appropriate treatment of outstanding war clauses in this group. Further action with regard to outstanding policies with war clauses is now being considered.

### PENN MUTUAL

Penn Mutual Life is eliminating the war clause from new policies issued. Aviation restrictions will also be eliminated except where there is a special aviation risk.

### CONNECTICUT GENERAL

Connecticut General has eliminated the war clause from new life contracts issued.

### PROVIDENT MUTUAL

Provident Mutual Life is issuing all new policies without war and aeronautics exclusion provision.

### NEW ENGLAND MUTUAL

New England Mutual has announced discontinuance of war clauses on all issues. Other questions regarding war and aviation coverage will be decided later, President G. W. Smith announced.

### GREAT-WEST LIFE

Great-West Life Aug. 20 commenced issuing United States policies without the war clause, Eustace A. Brock, assistant general manager, announced.

### JEFFERSON STANDARD

Jefferson Standard Life has discontinued use of war restrictions rider on new policies issued to civilians with the understanding that all new business, including military personnel, will be written without a war rider when V-J Day

is officially declared. The regular aviation restrictions will be continued.

### FIDELITY MUTUAL

All new policies will be issued by Fidelity Mutual without war clause. As to existing policies all restrictions upon death benefits with respect to service in the armed forces imposed by war clauses therein will be ineffective as to deaths which result from causes originating after the V-J Day to be proclaimed by President Truman. The announcement does not modify any provisions contained in supplementary agreements for accidental death or disability benefits.

### ACACIA MUTUAL

Acacia Mutual has announced the removal of all war-time restrictions, except for aviation, for policyholders in the armed forces wherever stationed. In the case of aviation, full coverage is given to service personnel being transported as passengers within the home area on military or naval planes, or as fare-paying passengers on scheduled commercial air-line flights.

### OHIO NATIONAL LIFE

The aviation and war risk exclusion provision will no longer be attached to any policies issued by Ohio National Life. Where an aviation hazard is present, the policy will carry a provision limiting liability in event of death due to aviation, or an appropriate extra premium will be charged for the hazard.

Enlisted personnel in military or naval service, or applicants about to be inducted into such service, will be charged an extra premium of \$2.50 per thousand. Disability or double indemnity will not be issued to any such applicants. All policies issued applicants in military or naval service will contain an aviation restriction.

Effective with deaths occurring on and after August 15, the exclusion in policies applicable to insured persons, in or formerly in the military or naval service, imposed by war risk exclusion provision attached to or contained in the

policy will not be enforced if definite proof is submitted that death did not occur as the result of an act of war. This interpretation does not apply to aviation exclusions if any, contained in the same provision, or other attached provisions, or elsewhere in the policy.

### LINCOLN NATIONAL

Lincoln National Life has announced that new policies will no longer include the war clause.

Lincoln National Life has liberalized the application of war clauses for the benefit of policyholders now or formerly in the armed services serving in the armed forces within the western hemisphere and that part of the Pacific ocean east of international date line (including all islands within this area), and if death does not occur as the result of an act of war.

The new ruling does not apply to aviation limitations contained in the war clause or elsewhere in the policy. Double indemnity provisions which do not by their terms provide for termination in event of enrollment in military or naval service in time of war, will be considered on the same basis as civilian claims, provided the cause of death originated in the area described above.

### NORTHWESTERN NATIONAL

Northwestern National Life has discontinued its war exclusion rider on currently issued policies.

In making the announcement President O. J. Arnold said: "It is my hope that a careful, collective summary and study of the war mortality experience of all companies during the past few years will be made in order to see what lessons this experience holds for the future. In NWNL, policies with war risk riders have accounted for less than 7% of the total number of death claims on persons in the armed forces, leaving 93% on which the company carried the war hazard."

"Development of the atomic bomb, the new technique of handling the defeated

## THE CROSS ROADS

The United Nations met at the crossroads of the world and there chose the right road—the road to peace. It is a long road and the construction will require the full cooperation of each of us—business firm as well as individual. We each are responsible for a part. We must build and rebuild throughout the years—replacing faulty materials, reconstructing, redirecting, keeping the road open and usable at all times.

In his work the Life Underwriter is daily adding his bit to the construction of this vital thoroughfare for Life Insurance is protection, security, happiness—vital materials in the building of the road to peace.

Are you interested? You will find it pays to be friendly with

★ ★ ★



**PEOPLES LIFE INSURANCE COMPANY**

"The Friendly Company"

FRANKFORT

INDIANA

nations, the proposed international police force, the agitation for universal military training—all these introduce startlingly new and different aspects into the whole question of war risks."

Northwestern National has not yet reached a final decision with respect to its treatment of any claims that may be presented under policies with war clauses, originating in the European theater since the cessation of actual hostilities. It is also inquiring into the possibility of further liberalizing its aviation rider.

#### CONTINENTAL AMERICAN LIFE

Continental American Life Aug. 17 ceased attaching the war and aviation hazard exclusion rider to new policies. Hereafter any cases involving such hazards will be treated individually. Such cases include applicants who are in or likely to enter the armed services, applicants who may travel in areas subject to extra hazard and those subject to substantial aviation hazards.

"The home office is studying the problem of war clauses in existing policies and will recommend some blanket action to the directors or executive committee as soon as the war situation becomes sufficiently clarified to make a

definite decision possible," Daniel E. Jones, vice-president, stated.

#### GUARDIAN LIFE

Guardian Life is removing war and aviation restrictions except for certain limited classes of risk. The war limitation will be applied only to members of the armed forces and will limit liability only if death results from enemy action.

Aviation riders will be applied only to military personnel and other applicants who have had flying instruction or experience or service as a member of an aircraft crew within five years of the date of the policy or who contemplate engaging in such activities, and to male applicants ages 17-19 regardless of aviation experience.

Life insurance coverage on all other policies, new as well as outstanding, will be free of both war and aviation limitations.

#### CONTINENTAL ASSURANCE

Continental Assurance Wednesday removed its combined war and aviation rider on all new issue. The only aviation restriction will be a liberal peace-time rider containing no reference to "fare-paying passenger" but covering without restriction all except pilot and

crew, those in aviation training and those actually subject to extra military hazards.

#### MUTUAL TRUST LIFE

Mutual Trust Life this week eliminated its combination war and aviation rider on all new issue to civilian risks. It will restrict only in cases of actual military hazard and where the aviation risk is greater than that merely of a passenger on a scheduled commercial plane. In such extra hazard cases the aviation risk will be considered at appropriate extra premium.

#### CENTRAL LIFE OF ILLINOIS

Central Life of Illinois this week took the action which quite a few companies have taken, eliminating the combined war and aviation rider and imposing only a broadened aviation rider covering peace time civilian use of airplanes over established lines.

#### HOME LIFE, N. Y.

Home Life of New York policies now are being issued without the war, aviation, and travel exclusion provisions. Hereafter, all new policies issued in general will be underwritten as before the war, with no aviation restrictions affecting life risks, except where a definite aviation hazard exists.

Home Life will make a later announcement as to its policy on aviation underwriting and also on the status of the war, aviation, and travel exclusions on policies now in force.

#### JOHN HANCOCK

John Hancock is ending its war clause in new issue, both as to limitations of the war and aviation risk. The exclusion, limited in effect under policies issued since the declaration of war, limited liability in case of death under certain circumstances to an amount approximating return of premiums paid.

President Paul F. Clark stated this action does not affect any other provision in the policies, nor does it modify any limitations or exclusions in double indemnity or disability provisions.

### Temporary Slump in Group Premiums Is Seen

(CONTINUED FROM PAGE 1)

likely will mean a very severe termination of liability and premiums under group contracts, particularly in connection with the disability features. The general custom is that an employee who is laid off subject to recall may continue his group disability protection for one month beyond the time of his employment. The insurers find that that is about as far as they can go. If they should undertake to permit the continuation of coverage beyond one month they begin to get an exceptionally large increase in claims from such employees.

If the employee is given his walking papers and is not told that he will probably be wanted again, then his disability protection ceases with his employment.

#### Six Months Interim Cover

In connection with group life, the general practice is that if the employee is told to stand by and wait a call back to his job, then he may continue his insurance for a period of six months. If it is on a contributory plan, the employee must continue to make his monthly payments.

If the employee is dismissed outright then, of course, he has protection under his group contract for one month and during that period he may convert his insurance into some permanent form.

If the employer has a very large cut-back at this time, it is likely that the insurer will readjust his monthly billing accordingly. The insurance company bills the employer monthly for some uniform amount and then at the end of the year there is a readjustment but it is certain that the companies will be willing to change the amount of that billing in mid-term if there is a drastic reduction in the amount of coverage.

### John Hancock Names Two District Managers

Carl A. Ranck has been appointed district manager at Lancaster, Pa., for John Hancock Mutual. Since February, 1945, he has been acting district manager.

Julius Bogatz has been promoted from assistant manager at Meriden, Conn., to district manager at the Kenwood district of Chicago, succeeding the late Thomas J. McCarthy.

### N. Y. Life Sells Old Home

New York Life has sold its former home office building at 346 Broadway, New York City, to the City Investing Company, one of the city's largest real estate companies. The company has owned the building for more than half a century. A generation ago "346 Broadway" was a famous address in the insurance world. The building is 13 stories high and covers the block bounded by Broadway, Leonard and Lafayette streets, and Catherine lane. It is at present occupied by the United States Veterans Bureau on a short term lease.

### A. L. C. Has Seven New Members

Seven new members have joined American Life Convention, which brings the total membership to 208. The new members are All States Life of Alabama, International Travelers, Rural Life and Universal Life & Accident of Dallas; Seaboard Life of Houston, Southern Life & Health of Birmingham, Ala., and State Reserve Life of Fort Worth.

### Mutual Life Makes Promotions

Dwight S. Beebe, vice-president and treasurer of Mutual Life of New York, has appointed Frank J. DeFerrari cashier and Vincent H. Thompson assistant cashier.

Mr. DeFerrari was formerly superintendent of the cashier's division, while Mr. Thompson was acting assistant. The new cashier joined the company in 1917 and Mr. Thompson in 1926.

### C.L.U. Class at Omaha

The Omaha Association of Life Underwriters again will sponsor a C.L.U. class which will begin about Sept. 15. Walter B. Lehmkuhl, assistant secretary of Guarantee Mutual Life, will teach Part B on general education.

### New Savings Bank Commissioner

BOSTON—Frank A. Groves, treasurer of the Lowell Institution for Savings, has been appointed state commissioner of savings bank life insurance to succeed Richard Bullock.

Mr. Groves was recently appointed a trustee of the general insurance guaranty fund for savings bank life insurance. He has served as chairman of the Merrimack Valley group of mutual savings banks and as president of the Financial Advertisers Association of New England. He is a member of the advisory committee of Savings Bank Life Insurance Councils.

### Lackey to Address Cashiers

G. E. Lackey, Detroit general agent of Massachusetts Mutual Life and past president of the N.A.L.U., will address the Detroit-Windsor Life Agency Cashiers Association Aug. 24 on "The Value of a Cashiers' Association to the Life Insurance Business."

R. K. G. Rice, 45, since 1928 general agent in Baltimore of Equitable of Iowa, died following a heart attack. An able personal producer, he was one of the early recipients of the C.L.U. designation and devoted much time to encouraging others to become C.L.U.s. He was a graduate of Gettysburg College, class of 1921, and was vice-president of its alumni association at the time of his death.

## MUTUAL TRUST LIFE INSURANCE COMPANY

HOME OFFICE  
CHICAGO



FIELD BUILDING  
ILLINOIS

*"As Faithful as Old Faithful"*

ONE OF THE LOWEST NET COST COMPANIES  
IN THE UNITED STATES

Same Rates—Same Dividends and Same  
Net Cost Since 1937

Competes successfully in net cost and otherwise with the best and oldest of the Eastern mutual companies in their home territories. More than forty per cent of its new business comes from New York, New Jersey, Pennsylvania and the six New England States.

Has policies to fit every life insurance need for both sexes from date of birth to old age—and without any war or aviation restrictions below age 15 or above age 44.

*Nothing Better in Life Insurance*

The BRIGHT SPOT of OPPORTUNITY  
for a High Grade Man  
RIGHT NOW is...

Parkersburg  
W. Va.

Address the Agency Department

AMERICAN UNITED LIFE INSURANCE COMPANY

A MUTUAL COMPANY

Established 1877

Indianapolis



## Connell at N.A.L.U. Helm; Baumann to Secretary Post

(CONTINUED FROM PAGE 1)

were tied for seventh place and it was necessary to cast another ballot. Roderrick Pirnie, who was at the hotel with Mrs. Pirnie, was the winner.

The unsuccessful candidates were Theo M. Green, Massachusetts Mutual, Oklahoma City, and Ralph A. Trubey, Guardian Life, Fargo, N. D.

Those trustees that were reelected are Colhoun, Crane, Dean and Webster. The newcomers besides Pirnie are Hilmes and Moynahan. Following the election, reports were given by W. H. Andrews, Jr., as president; Mr. Connell as vice-president, Mr. Hobbs as secretary.

The group gathered for luncheon and during the afternoon committee reports were considered.

The Chicago Association of Life Underwriters was host at a cocktail party Wednesday evening.

The meeting is scheduled to close Friday noon.

To take the place of the sales congress feature of the usual convention a number of life insurance leaders were assigned to write articles for publication in the insurance periodicals. The observations of these writers together with action of the trustees on various committee reports will be treated in a special edition of THE NATIONAL UNDERWRITER that will be distributed to subscribers early next week.

At the luncheon Wednesday Frank Mozley, Beneficial Life, Salt Lake City, a member of the nominating committee, was introduced as having attended the earliest convention of any one in the room. His first meeting was at Chicago in 1911. It turned out that C. Vivian Anderson, Provident Mutual, Cincinnati, and Ralph W. Hoyer, John Hancock, Columbus, attended the first time at Cincinnati in 1914. Mr. Mozley also had the records as the life insurance veteran

of the group, having been in the business 44 years.

Lynn Broadus, Guardian Life, Chicago, immediate past president Illinois State Association of Life Underwriters, spoke for the local people.

### Connell's Exceptional Service

Mr. Connell has a background of local, state, and National association work that is unusual even among national officers. He first went on the New York City association board of directors in 1925 and with the exception of one or two years he has served continuously on the board since then. He has served on the board of past presidents since its formation. He headed the New York association in 1931.

Mr. Connell, a past president of the New York State Life Underwriters Association, has been a delegate to every state association meeting since 1930. Much of that time he has served on the association's general committee which deals with legislation. Chairman of the committee on savings bank insurance, he has been a stalwart in the fight to protect regular life insurance and particularly the agency system against encroachments of savings bank life insurance. Yet he has always been a fair opponent, his firm belief being that these two great institutions, savings banks and life insurance, should somehow find means to work together and not in opposition, that there is so large an area of agreement that it seems a pity to air differences in public.

### Got Both Sides Together

It was with a view to enlarging the area of agreement that Mr. Connell had as his guests at luncheon a while back three savings bank leaders, three home office executives of life companies and three representatives of the field force. The utmost candor prevailed and it enabled each side to know about the other at first hand.

One of the life company executives emphasized the value of the agency system and said that anyone who attacked it would be resisted. This was in connection with a type of insurance advertising used by some banks which by implication criticizes the services of the agent as not being in the public interest.

### N.A.L.U. Delegate in 1930

Mr. Connell went to the National association convention at Toronto in 1930 as a delegate pro tem and after that was a national committeeman continuously until he was elected a trustee in 1941.

Last year Mr. Connell was active in 18 organizations, though the pressure of his N.A.L.U. work has since forced him to drop several of them. How he manages to run a successful agency, keep his hand in at personal production, and yet give the time and energy that he does to so many outside activities while still finding time to read prodigiously in the fields of biography, history and poetry is something that baffles his friends.

A partial answer is that none of his widely varied activities is work—for him. He finds everything he does as absorbingly interesting as you find your favorite hobby. Besides that he has learned the secret of making use of brief chunks of time that most people would fritter away. He has read through many a weighty tome by using odd minutes here and there.

One of the insurance organizations in which Mr. Connell long has been active is the Round Table, an informal organization of general agents and managers in the metropolitan New York area. In 1942, on the occasion of his 10th year as secretary—which incidentally is the only officer the organization has—he was given a testimonial dinner by the other members.

The Round Table was an outgrowth of world war 1, during which agency heads in New York City got together to

organize for Liberty bond sales. Up to that time these men were inclined to view their competitors with suspicion but when they got together in the Liberty bond drives they found they were not such bad fellows and the association continued even though the original motivation ceased.

## HAMILTON COLLEGE

Outside of life insurance activities and his family, Mr. Connell's major interest is Hamilton College, from which he was graduated in 1912. He was the first chairman of the Alumni Council, formed in 1940. The year before the new council began functioning total alumni gifts to the college were \$8,600. For 1940-41 they were \$26,500; for 1941-42 \$31,500; for 1942-43 \$36,500; for '43-44 \$48,000 and for '44-45 were \$58,000. This is believed to be the highest average alumnus-donation of any college or university in the country.

Mr. Connell has done a great deal of personal soliciting for alumni gifts and has organized such soliciting among other interested alumni. He is chairman of the endowment committee of the Hamilton board of trustees and is quietly laying the groundwork for a great increase in the college's endowment fund. It is \$4 million now and his aim is to make it \$10 million within 25 years.

A member of Hamilton's finance com-

mittee, Mr. Connell is also on the committee of six trustees appointed to select a new president for the college. He is also a member of the board of education of Westfield, N. J., the suburb in which he lives.

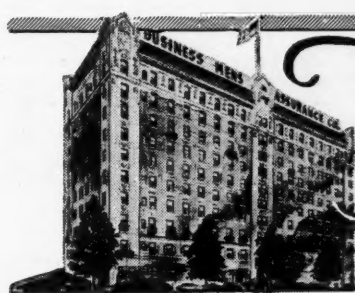
### A "North County" Man

Born in Gouverneur, N. Y., Mr. Connell has the strong loyalty to St. Lawrence county that characterized the "north county" people. There is a St. Lawrence Society which functions actively in New York City. Both Mr. Connell and his wife are "north county" people and met while students at the Ogdensburg Free Academy.

Mr. Connell did not go into the life insurance business immediately on graduation from Hamilton. He was about to enter the real estate and insurance business in Ogdensburg but decided to go to work for the New York state committee of the Y.M.C.A. His first assignment was New York City's Bowery. Later he traveled all over the state doing student work and work among boys.

### To Insurance in 1915

However, when he married in 1915 he felt that the Y.M.C.A. job lacked sufficient financial attraction and also would keep him away from home too much. He thought of going with the Union Central in Rochester or the Provident Mutual in Buffalo. He went to New York City to consult with Graham Wells, Provident general agent. Mr. Wells persuaded him that New York City was the place to enter the life insurance business. Young Con-



W. T. GRANT  
Chairman  
J. C. HIGDON  
President

Centrally Located  
Serving the Nation  
from Coast to Coast

**BUSINESS MEN'S ASSURANCE COMPANY**  
KANSAS CITY 10, MISSOURI

The Home of  
**COMPLETE  
PROTECTION**

- LIFE • ACCIDENT
- HEALTH • ANNUITIES
- HOSPITALIZATION
- GROUP • ALL-WAYS
- REINSURANCE

## Beware The Deep Waters

If interviewing one of your community's leading citizens, could you engage his interest and win his confidence? The question suggests that a life underwriter would do well to prospect among people with whom he has common interests and can be at ease. Some waters can be too deep, especially for the inexperienced salesman.

**LIFE Insurance Company of VIRGINIA**  
Richmond, Virginia

Bradford H. Walker  
Chairman of the Board  
Robert E. Henley  
President



Home Office: Richmond  
Established 1871

## Build

**YOUR OWN AGENCY, OR  
BOOST YOUR INCOME . .**

### Here's How:

The Wisconsin National helps you to success and security. It offers a new and attractive life agency plan with a group of select and salable policies—diversified policies—Life, Accident and Health.

Or, you can boost your present income. The Wisconsin National has the policies that will secure increased income for you through new business as well as renewals. Your commissions will be most liberal, supplemented by prompt claim service.

★ For contract and territory in Wisconsin, Illinois, Minnesota, Michigan or Indiana, address Agency Manager.

**LIFE • ACCIDENT  
• HEALTH •**

**WISCONSIN NATIONAL  
LIFE INSURANCE COMPANY  
OSHKOSH, WISCONSIN**

nell joined the Wells agency and by 1927 was Mr. Wells' partner.

The reading that Mr. Connell sandwiches in among his other activities is enough to rank as a full-time job for many men. He is currently reading a six-volume life of Disraeli and is starting the fourth volume of a six-volume work on the American Revolution. He is also studying the Harvard report on "General Education in a Free Society," a masterly study of education in America. He recently read De Tocqueville's "Democracy in America" and Bryce's "American Commonwealth" and was much interested in comparing the viewpoints of the two authors.

An avid reader of poetry and plays, Mr. Connell ranks Robert Burns as the No. 1 poet, with Alan Seeger as the top American poet. An entire section of his library is given over to works of British and American poets.

Mr. Connell has one son, Donald Scott Connell, a lieutenant in the Coast Guard, serving on a troopship in the Pacific; and a two-year old grandson.

## Prudential Makes Changes in Field

A number of promotions and transfers in ordinary agencies were made by Prudential.

R. P. Freeman, manager at Washington since 1922, will retire Aug. 31, and be succeeded by Nathan Bushnell, Jr., who formerly managed the Richmond, Va., agency. Manager Bushnell was in naval service until July 16.

His place in Richmond has been assigned to L. F. Montgomery, transferred from Jackson, Miss. Mr. Montgomery will be accompanied to Richmond by A. E. Carney, assistant manager in Jackson, who will act in the same capacity in Virginia, directing the newly-established detached office at Norfolk.

### Other Promotions Made

The Jackson agency will be in charge of J. S. Knight as manager. C. B. Wright was named assistant manager at Jackson and will be shifted to Tupelo, Miss.

Mr. Freeman has had 23 years' service with Prudential, previously serving in the Newark ordinary agency. Manager Bushnell started with Prudential in 1933 at Richmond. He became manager in 1937. For three years he was a lieutenant commander in the navy. He is past president Richmond Association of Life Underwriters.

Mr. Montgomery has been with Prudential since 1932, starting as agent at Jacksonville. He has been in Jackson since 1942.

### All Experienced Men

Mr. Carney became an agent in Jackson in 1943, then agency assistant and a year later assistant manager. Assistant Manager Wright has been a successful agent.

Manager Knight was a high school principal before entering the business in 1929. He became a full time special agent in 1943 and assistant manager this year. He is past president of the Jackson and Mississippi Associations of Life Underwriters.

## Chicago Group Has Session with N.A.L.U. Leaders

About 30 officers, directors and other leaders in the Chicago Association of Life Underwriters had a stimulating luncheon gathering at the Edgewater Beach Hotel Tuesday with a number of officers of the National Association of Life Underwriters who are in the city for the trustees meeting. There was much discussion of how the local and National associations might be of more value to one another. There was considerable informal discussion on the topics particularly of federal and state law and legislation and public relations including education of the agent.

H. K. Nickell, Connecticut General, president of the Chicago organization, opened the meeting and James H. Brennan, Fidelity Mutual, presided as chairman. He is national committeeman. He is also chairman of the Chicago advisory committee for improving relations with the N.A.L.U. The national leaders participating included W. H. Andrews, Jr., Jefferson Standard, Greensboro, president; James E. Rutherford, executive vice-president; Jul Baumann, Pacific Mutual, Houston; Clifford H. Orr, National Life, Philadelphia, trustees, and Philip B. Hobbs, Equitable Society, Chicago, secretary.

## Stevenson Urges Research for Human Betterment

The life insurance business, directly concerned with life conservation and provision for economic security, is urged today to press for the stimulation of the potential sciences of peace by John A. Stevenson, president of Penn Mutual Life, who has just completed a quarter century in the insurance business.

"The same concentration of mental and material resources that evolved the atomic bomb must be harnessed for human betterment," said Mr. Stevenson, "if our postwar Utopia of peace among all nations is to be achieved."

"It is logical for the life insurance companies to take a leading part in research activities directed toward the conservation of human life. The Penn Mutual, over the past few years, has made a substantial contribution toward cancer research. Today the life companies of this country are pooling their knowledge and their funds for research on the diseases of the heart and arteries which take such an appalling toll each year. Funds also are being provided now for the support of selected men who may well become the great research scientists of tomorrow. In the future we will need a constant flow of new scientific knowledge and this can be supplied only by trained research workers."

### Providing Individual Security

"By the very nature of their business, life insurance companies are directly concerned with the problem of providing individual security which must be solved if the peace structure—blue-printed at San Francisco—is to stand on firm ground. The noteworthy increase in pension trusts during recent years is perhaps the most recent development in this direction. Our national problem of preventing want and old-age dependency obviously would be magnified many times without the benefit payments of around \$8 million a day which American life insurance companies are making to the public at the present time."

"Life insurance today is taking a more significant place in our economic picture than ever before. So far as I am able to discern, we need not worry about life insurance falling heir to the philosophy of 'economic maturity' which, at the present time, finds such high favor in some academic minds. Far more than public confidence is reflected in the fact that the American people now own over \$150 billion of life insurance today as compared with less than \$50 billion when I entered the business 25 years ago. The type of life insurance service which is typical of career men and women in the field today has made people look on life insurance as a means of meeting their specific financial needs

## Cozad Quits Company Post to Rejoin K. C. Law Firm

William B. Cozad, who has been assistant counsel of Northwestern Mutual Life at the home office for a year, has rejoined and resumed his old connection with the Kansas City law firm of Morrison, Nugent, Berger & Johns.

Delos C. Johns of that firm has resigned to become general counsel for the Federal Reserve Bank at Kansas City, and the law firm's title has been changed to Morrison, Nugent, Berger, Hecker & Buck.

This firm does a great deal of insurance law work in all branches. It was one of the law firms representing the companies in the famous Missouri fire rate case.

Robert L. Hecker and Henry W. Buck have been named senior partners. The other partners are E. R. Morrison, James E. Nugent and Homer H. Berger. The firm is quite well known throughout the midwest for its casualty insurance law practice, and with the addition not long ago of Maurice I. Benson, who resigned as attorney of the American Life Convention in charge of editing its "Legal Bulletin," also is taking a prominent place in handling life insurance cases.

Mr. Cozad before joining Northwestern Mutual for 15 years was with the firm.

## Franklin Life Deal O.K.'d

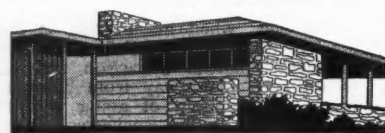
The Illinois and Texas insurance departments have approved reinsurance by Franklin Life of the more than \$40 million of business of Great American Life of San Antonio. This gives Franklin Life more than \$333 million of insurance in force and assets of approximately \$70 million.

D. F. Broderick, chief of the life bureau of the New York insurance department, died suddenly last Saturday of a heart attack. Funeral services were held at Lynbrook, N. Y., Tuesday.

Mr. Broderick joined the department in 1909, previously having been connected with the New York state board of tax commissioners. He was named chief of the life bureau in 1937 after serving for several years as assistant chief.

rather than merely as one or two policies that it is a good thing to own.

"Naturally, when the life underwriter's work leads him into the field of estate analysis and business protection, it's not strange that the past 25 years have witnessed a shift in our point of view concerning the educational equipment which the underwriter needs. In 1920 lots of men high up on the life insurance ladder were asking the question: 'Is training for agents a good idea?' Today the only question asked is: 'What are the most effective training methods?'"



**You Can Plan Today For Your Production and Home of Tomorrow**

through a

**RENEWAL COMMISSION LOAN**

*Money for...*

- PRODUCTION
- WORKING CAPITAL
- CUSTOMERS' NOTES AND ACCOUNTS
- POSTWAR OPPORTUNITIES
- EXPANSION
- HOMES, ETC.

**OUR BUSINESS is loaning you money in substantial amounts . . . the one source in the U.S. that specializes and really understands your needs.**

A renewal loan of \$4,500 costs you only 11 cents per day per thousand dollars.

*A unique plan developed by us in cooperation with the Northwestern National Bank of Minneapolis.*

**LIFE UNDERWRITERS CREDIT CORPORATION**  
MINNEAPOLIS 2, MINNESOTA

## Lutheran Mutual Life Insurance Company

WAVERLY, IOWA

FOUNDED 1879

★ ★ ★ ★



★ ★ ★ ★

**Liberal commissions, both first year and renewal, service fees and social security benefits to those who qualify.**

**If you are a Lutheran, agency openings may be available in your immediate territory.**



## LEGAL RESERVE FRATERNALS

### N.F.C. May Hold Its Convention

There appears to be a good chance now that the National Fraternal Congress will be able to hold its annual convention some time late this fall, following the action of ODT in raising its limitation on conventions to 150 persons from outside the convention city.

The executive committee at a meeting in Chicago this week took up the subject and decided to ask ODT for special permission to hold a full scale convention as early as possible. The N.F.C. cannot legally under its constitution and state laws relating to fraternal societies hold a limited convention since that would be considered an abridgement of the members' right to vote and take part in discussions. There are many more than 150 societies in the N.F.C. and each is entitled to at least one delegate to the convention. It is possible because of the unusual democratic makeup of the N.F.C. that ODT will grant permission to hold a convention with the minimum number of legally constituted delegates.

Where the convention would be held still is indefinite, this depending upon local facilities available and the necessity to conform to the wishes of ODT in avoiding areas where there is unusually heavy troops movement.

The law committee under Chairman George G. Perrin, general counsel of Modern Woodmen, Rock Island, Ill., held a meeting in Chicago and discussed changes in the uniform fraternal code which have been suggested.

### Aid Association Expands Its Home Office

Aid Association for Lutherans, Appleton, Wis., has acquired the third floor of the building in which its home office is housed, giving it the three top stories as well as basement, and eliminating overcrowding.

Total production for seven months this year was reported to be \$17,655,500, an increase of \$458,481. In July new business was \$2,625,455. W. A. Lueker of Nebraska led in July with \$60,750 of new business and A. H. Blankenbush of the Mayerhoff agency of Wisconsin was first for the seven months with \$440,552. The Neumann general agency of North Dakota was first for the seven months with \$1,296,705 and the Wind agency of Nebraska first in July with \$221,750.

### Krimmel New Head of Pa. Catholic League

August A. Krimmel, Jr., Lancaster, Pa., was elected head of the Pennsylvania Catholic Beneficial League of his city at the annual meeting, succeeding Frank V. Kasel. Mr. Krimmel has been grand financier and collector of interest for the league. Mr. Kasel was not a candidate for reelection due to ill-health.

Other officers elected are: Vice-president, Anthony D. Henry; secretary, Mrs. Lucy R. Heimenz; treasurer, R. A. Allwein and J. A. Eckenroth; collector, Mr. Krimmel; medical examiner, Dr. H. F. Myers. Trustees elected are Hubert Miller, Cyril Faust and R. A. Allwein; directors elected are Messrs. Gasel, Eckenroth and Miller and Miss Katherine F. Cassidy.

### Modern Woodmen Removes War Rider Retroactively

Modern Woodmen discontinued attaching war riders to policies or certificates issued after Aug. 15 and all outstanding war riders have been canceled due to the end of the war.

The officials stated this action means the society will pay claims on deaths

of those in military service regardless of the manner or place of death, and is retroactive to March 2, 1942. In cases where limited payments have been made under war riders since that date, adjustments now will be made. The action is made possible by favorable mortality experience in the war, death losses from military causes being much less than anticipated.

The society in the other war paid 2,062 claims on members who lost their lives in military service, and to date, 539 such claims have been paid in this war. War riders have been attached to certificates issued since March, 1942, to those in the military age group.

### Fidelity's Michigan Agents Gather at Detroit

Fifteen Michigan salesmen of Fidelity Life of Fulton, Ill., met in a one-day sales conference with home office representatives at Detroit and discussed development of the juvenile market. Greetings were extended by John W. Leedle, director. T. O. Hertzberg, sales manager, reported on "Adapting the Juvenile Contract to the Need" and discussed Michigan's quotas. Harold Allen, publicity director, explained profitable use of new juvenile sales aids. A round table discussion was conducted.

Mr. Leedle said the average prospect today needs the advice of a life insurance man more than ever, because along with increased income comes increase in expenses. There is a great temptation for the prospect to permit his standard of living to increase at the same rate as his income and to make no provision for the future, he said. Life agents should make more use of the immediate estate idea, show the prospect how he can create an estate of \$5,000 or \$10,000 over night, as if by magic, through life insurance.

Mr. Hertzberg said the juvenile market has a great future. He explained Fidelity's permanent form plans and showed how they could be best adapted to the prospect's needs. The "President's Educational Endowment" can be sold effectively by making a four block survey in the agent's home neighborhood, which should show a minimum of two good prospects within 30 days. Then make a survey in the next four blocks, he said.

Harold Allen discussed Fidelity's expanding list of juvenile sales aids and explained a successful birth congratulations system.

### California Congress Meets

The California Fraternal Congress will hold its annual meeting in the Mayfair hotel, Los Angeles, Aug. 30-31. There will be a field worker's breakfast and round table starting at 9 o'clock the first morning. C. W. Byrer, 387 South Hill street, Los Angeles, the secretary, is receiving reservations. Under the ODT revised restrictions on travel, not more than 150 persons may attend from outside of Los Angeles, and reservations from persons outside the city will be so limited.

### Detroit Blue Cross Stand Corrected

Dr. John H. Law, president of the Greater Detroit Hospital Council, has written stating it is not true, as was reported in THE NATIONAL UNDERWRITER of Aug. 3, that the members of the council adopted a resolution insisting that the hospitals receive from Michigan Hospital Service, which is the Blue Cross plan, a flat per diem rate and the right to collect from individual patients the difference between the amount paid by the Blue Cross and the regular hospital charges. Dr. Law states that the

Greater Detroit Hospital Council did not adopt such a resolution. The memorial was introduced by an individual hospital administrator, he declared, and, because of the gravity of the charges it contained, and because it was apparent that many of the important charges were based upon erroneous statements of facts, it was referred to a special committee to be appointed to examine the charges. Copies of the resolution also were transmitted to various member hospitals of the council.

"It is clear," Dr. Law states, "that the resolution cannot be construed as representing more than the viewpoint of a single person until it has been officially acted upon by the Greater Detroit Hospital Council."

### Dr. Medicis in Washington

WASHINGTON—Dr. Medicis, director of reinsurance of Brazil, spent two days here late last week conferring

on insurance matters with officials of the U. S. Chamber of Commerce, census bureau, other government departments and agencies, and the Brazilian embassy. He is leaving for London shortly.

Dr. Medicis suggested that the international conference planned by the chamber, for representatives of the United States and Latin-American governments and insurance companies be not held before next year. An early date in the coming year now seems likely for the conference, object of which will be to promote the lifting of obstructive and discriminatory laws and regulations imposed in some countries against insurance companies of other countries.

### E. S. Hewitt Qualifies

In setting the list of Million Dollar Round Table life and qualifying members for last week's issue the name of Edwin S. Hewitt, Chicago independent, inadvertently was left out.

1878



1945

## SICKNESS & ACCIDENT DEPARTMENT

- Protection of Income
- Accident Benefits
- Hospital Benefits

*Permanent opportunities now available for personal producers. Let us hear from you.*

## THE MACCABEES

Home Office in the Maccabees Building  
DETROIT 2, MICHIGAN



One of America's  
Leading Fraternal  
Life Insurance  
Societies

**AID ASSOCIATION for LUTHERANS**  
APPLETON, WISCONSIN

# ACTUARIES

## CALIFORNIA

Barrett N. Coates      Carl E. Herfurth  
**COATES & HERFURTH**  
 CONSULTING ACTUARIES  
 600 Market Street      437 S. Hill Street  
 SAN FRANCISCO      LOS ANGELES

## ILLINOIS

**DONALD F. CAMPBELL**  
 and  
**DONALD F. CAMPBELL, JR.**  
 Consulting Actuaries and Public Accountants  
 35 Years of Service  
 100 North La Salle Street, Chicago, Illinois  
 Tel. State 1336

**WALTER C. GREEN**  
 Consulting Actuary  
 211 Wacker Drive  
 Chicago  
 Franklin 2633

**HARRY S. TRESSEL**  
 Certified Public Accountant and  
 Actuary  
 10 S. La Salle St., Chicago 3, Ill.

Associates  
 M. Wolfman, F. A. I. A.  
 N. A. Moscovitch, A. A. I. A.  
 W. H. Gillette, C. P. A.  
 L. J. Lally      Franklin 4020

## INDIANA

**Haight, Davis & Haight, Inc.**  
 Consulting Actuaries  
 FRANK J. HAIGHT, President  
 Indianapolis—Omaha

**HARRY C. MARVIN**  
 Consulting Actuary  
 221 E. Ohio Street  
 INDIANAPOLIS, INDIANA

## MISSOURI

**NELSON and WARREN**  
 Consulting Actuaries  
 915 Olive Street, Saint Louis  
 Central 3126

## NEW YORK

Established in 1865 by David Parks Fackler  
**FAKLER & COMPANY**  
 Consulting Actuaries  
 8 West 40th Street      New York

Consulting Actuaries  
 Auditors and Accountants  
**Wolfe, Corcoran and Linder**  
 116 John Street, New York, N. Y.

## PENNSYLVANIA

**FRANK M. SPEAKMAN**  
 CONSULTING ACTUARY  
 Associate  
 E. P. Higgins  
 THE BOURSE      PHILADELPHIA

## Employment of Attorney, Actuary Urged

(CONTINUED FROM PAGE 3)

Mississippi and New York laws. An attorney could also aid the agency practices committee in a study of agents' qualification laws of various states and in the development of a model qualification bill. He could also aid the agents' compensation committee through an analysis of the legal phases of the compensation plans and state laws governing the companies in the adoption of such plans. Other ways by which an attorney could aid the association were cited by Mr. Rutherford:

### Other Contributions

Study the effect upon the interests of agents and policyholders of legislation proposed in the 1947 sessions relative to state supervision, revision of state insurance codes, etc.; cooperate with the legal departments of the two company associations on legal activities of mutual interest; handle in national headquarters details of the work of the committee on federal law and legislation and its sub-committees under the supervision of and with the aid of the Washington counsel and the executive vice-president; give legal advice to officers and headquarters staff in various matters not connected with legislation and not assigned to the Washington counsel; aid the director of the division of veterans affairs and the committee on legal phases; handle the work in national headquarters of the committees on cooperation with attorneys and trust officers; and handle correspondence of a legal nature and advise on the preparation of material for publication to the extent that these are not assigned to Washington counsel.

The plan for the employment of an attorney has been previously discussed but the need for an attorney appears more necessary than ever in view of the increased need for legislative activities on the part of state associations, Mr. Rutherford asserted.

### What Actuary Could Do

In amplifying the reasons for the need of a full-time actuary on the national headquarters staff, Mr. Rutherford said that he could aid the agents' compensation committee in studies and recommendations regarding agents' compensation and related matters; aid the agency practices committee and the attorney in a study of agents qualification laws; aid the committee on federal law and legislation and its sub-committees on social security and pension trusts in research, planning, etc., in cooperation with the attorney and Washington counsel; serve as headquarters aid to the committee on conservation; cooperate with the actuaries of the two company organizations; study municipal, county and state retirement programs as an aid to local and state associations in determining their positions in respect of these matters; assist the general agents and managers committee in the study of compensation and retirement plans for agency heads; cooperate with the Sales Research Bureau in studies of interest and value of field men, and to conduct specific research activities as the need develops, correspondence with members when actuarial questions are involved, and a certain amount of visitation to local and state associations, when possible.

### Action Asked by June

Employment of an actuary was considered at the Pittsburgh meeting in 1943. With the increase in membership and still further improvement in the financial position of the association it appears it will be possible to employ the actuary by June 30, 1946, Mr. Rutherford stated.

Several changes in committee activities were recommended by Mr. Rutherford, including the shifting of the state conference-speakers bureau activities from the committee on local association administration to the committee on state

and regional associations. When this activity was first assigned to the local administration committee it was largely a matter of visits by officers and trustees to local associations. Since then practically all visitation has been built around the state conference and must be handled through state officers.

### Extension Work Needed

Mr. Rutherford enlarged upon his suggestion made at the New York meeting of the board in March that a special committee on extension be named. At that time it was deemed wise to assign the activity to the committee on state and regional associations but in light of experience Mr. Rutherford feels that a special committee is needed. Mr. Rutherford recommended that the finance committee include \$1,000 in the budget for this activity.

Many local associations have reached or nearing their maximum membership until additional agents are appointed in the community. To maintain and increase membership of present associations is the duty of the membership committee. Continued growth of the N.A.L.U., however, is dependent to a large extent upon the formation of new associations. The more centers of activities the N.A.L.U. has over the country the greater will be its influence in the matters with which it deals. Although the N. A. L. U. has made commendable progress in the organization of new associations during the year, this particular undertaking has not been specific and sole duty of any particular committee. Consequently a special committee is desirable, working directly with state committees on extension.

### Committee Meetings Urged

The elimination of the special committee on integration of life underwriters and the absorption of its work by the committee on local association administration was also recommended by Mr. Rutherford. He also feels that steps should be taken to encourage the participation of members of a committee in its work. When regular midyear and meetings and conventions are resumed he feels that a definite time should be set aside for meetings of committees. Such plans had been made for the mid-year meeting at Omaha before it was called off. At the present time too much committee activity is confined to the 30 days immediately preceding a council meeting and sometimes committee members never see a report until it is in form to be presented. Mr. Rutherford suggested a procedure which may be followed to rectify this situation.

### Increase Agents' Participation

Effort should be made to increase participation by agents in association work. Mr. Rutherford feels that general agents and managers should assume this responsibility as well as the association leaders. Agents profit from participation in association activities of all kinds and service as a member or chairman of a committee or as an officer is well spent. Not only does the agent profit but his agency and company as well. Mr. Rutherford expressed the hope that general agents and managers will lend a helping hand by encouraging their agents and associates not only to attend meetings and serve on committees but also to offer their services as officers in local, state and national associations. He said he wished the executive committee of the General Agents & Managers Section would actively promote this idea. Progress could be achieved through the appointment of a national committee of agents having as its major responsibility the promotion of agents participation in association affairs. Alfred C. Duckett, Northwestern Mutual, Los Angeles, N. A. L. U. trustee, has proposed such a plan.

In commenting on his proposals to extend the association's activities and services, Mr. Rutherford said that it

will cost money but if a program can be devised the money will be forthcoming in form of membership dues from new members.

Initial activity can be financed from the surplus reserve with the idea that the program will be self-supporting after the first year.

## Mich. Tax Law Upheld in Circuit Court Ruling

(CONTINUED FROM PAGE 3)

does not require the tax or rate of tax exacted from a foreign corporation as a condition of entry to be the same as that imposed on domestic corporations.

Judge Carr is believed to have expedited preparation of his opinion to make possible consideration of the anticipated appeal at the October term of the Michigan supreme court.

# CHICAGO

## CHIEF McAULIFFE TO SPEAK

Chief Frank C. McAuliffe of the Chicago Fire Insurance Patrol, who has just returned from a four months' trip to Europe, where he was a member of a large company of experts making a survey of European cities, will speak before the insurance group of the Union League Club at luncheon Sept. 6. Chief McAuliffe will make observations on various features of his trip. His unit was chiefly concerned with studying fire departments and fire defense of European cities. However, he had opportunity to make general observations of different kinds which are intensely interesting.

## WOOD AGENCY IN FIRST PLACE

The Freeman J. Wood agency of Lincoln National Life, Chicago, was first on paid business volume in July. The company's total new business in the month was ahead 21%.

Insurance examinations will be held in Chicago Sept. 4 at 1:30 p.m. in room 335, 141 West Jackson boulevard, for insurance agents' and brokers' licenses.

## OAS Bureau to Return

WASHINGTON — Announcement has been made that the social security board bureau of old-age and survivors insurance will return here from Baltimore, to which it moved three years ago, when space becomes available for the bureau in the social security building. The bureau has 4,600 employees in Baltimore, 3,200 workers in field offices and 1,200 in five area offices formerly centralized in Washington. It was stated that area offices will remain at present locations.

## Conn. Mutual Resolution

Directors of Connecticut Mutual adopted a resolution of gratitude over the end of the war, and recorded in it the names of those from office and field who gave their lives in the armed and auxiliary services. The resolution expressed the wish that the survivors would return to the company's ranks.

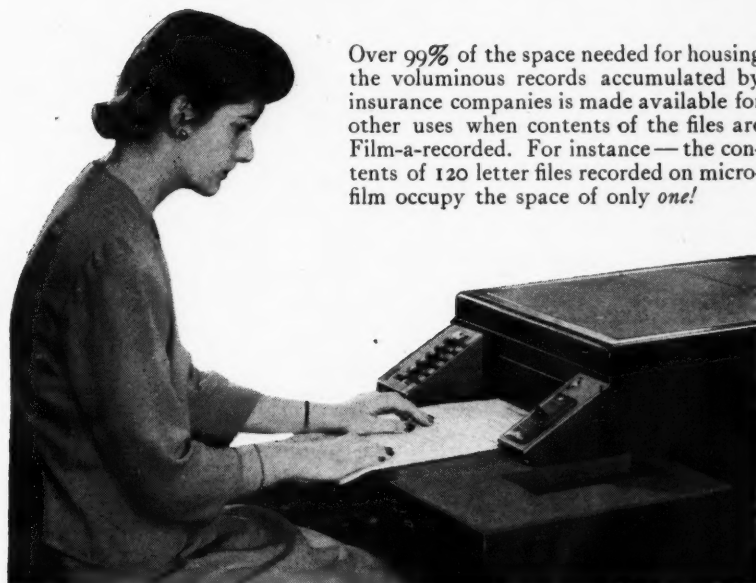




# "Save" additions to home office with *Film-a-record*

SPACE FOR RECORDS:  
MICROFILMING

DATA FOR  
INSURANCE

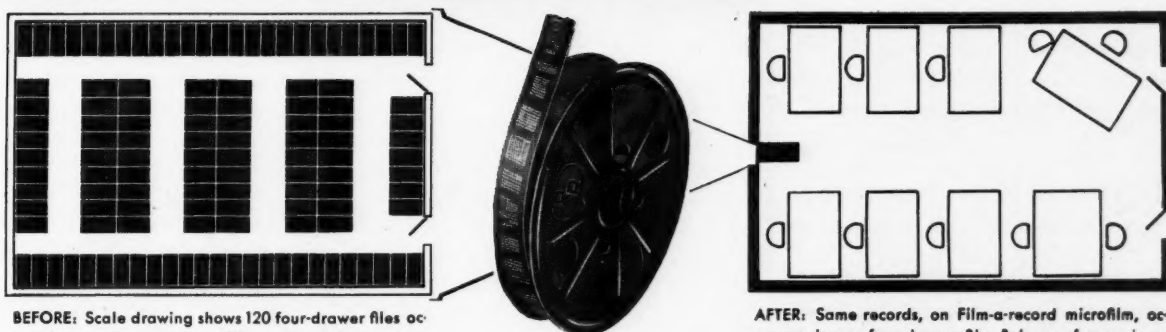


Over 99% of the space needed for housing the voluminous records accumulated by insurance companies is made available for other uses when contents of the files are Film-a-recorded. For instance—the contents of 120 letter files recorded on microfilm occupy the space of only one!

Film-a-record is helping insurance companies keep pace with growth and expansion by minimizing demands for more files, more filing supplies, larger personnel and greater floor area. Because microfilmed records occupy such little space, they are far more accessible. Microfilm records are protected...when they are filmed, documents become tamperproof.

Many companies are reluctant at this time to involve overburdened staffs with the task of microfilming their records. To these companies Remington Rand offers its *Contract Service*. Out trained technicians take over all details, assuming capable charge while regular staffs go about their duties.

Full details...including the surprisingly economical costs...are available through our Branch Offices.



BEFORE: Scale drawing shows 120 four-drawer files occupying on the average 600 sq. ft. of floor space. Now see what microfilming does.

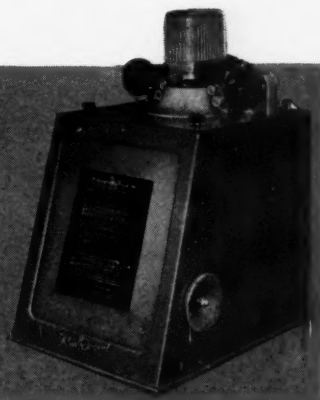
AFTER: Same records, on Film-a-record microfilm, occupy only one four-drawer file. Balance of space is released for other purposes.

**SPEED - VERSATILITY - SIMPLICITY - ECONOMY**

REMINGTON RAND

*Film-a-record*

THE FILM-A-RECORD READER shows images with all the legibility of the original. Readers can be located anywhere, making records handy for reference. Photographic facsimiles of case histories or other records can be made on the reader at small cost.



PHOTOGRAPHIC RECORDS DIVISION, REMINGTON RAND, 315 FOURTH AVENUE, NEW YORK 10, N. Y.



Actual Size 8½ x 11

# SOMETHING TO SHOUT ABOUT!

• • •

## *An Illustrated Brochure To Help You Sell Partnership Insurance*

by

H. P. GRAVENGAARD

Associate Editor

THE DIAMOND LIFE BULLETINS

**Concise!**

**Complete!**

**Compelling!**

## NEW AND STRIKING PICTURES ILLUSTRATE EACH ESSENTIAL POINT

These pictures posed by carefully selected professional models and photographed by one of America's outstanding commercial artists.

**IT FIXES THE PROBLEM DEFINITELY  
AND PRESENTS THE SOLUTION CLEARLY**

*Enthusiastically Acclaimed By All Who Have Seen It!*

Comment by a C.L.U. . . . Company Leader: "Its the best and most attractive Partnership Sales Aid I've Ever Seen".

- |                  |   |   |
|------------------|---|---|
| <b>Its Uses:</b> | 1. A powerful help for a sales interview.<br>2. A pre-approach mailing piece.<br>3. A gift or loan to a prospect to prepare for, or supplement, an interview.<br>4. A ready-reference section for your sales kit. | 5. A basic outline for agency meetings and clinics.<br>6. An attractive prestige-building gift to Trust Officers, Attorneys and Accountants.<br>7. An easy and effective method for Companies and Agencies to introduce the subject of Partnership Insurance to Agents. |
|------------------|---|---|

## Let This Powerful Sales Aid Help You Sell More Partnership Insurance!

<b>Prices:</b>	1 copy .....	\$1.00	25 copies, each.....	\$0.70	500 copies, each.....	\$0.55
	5 copies, each .....	.80	50 copies, each.....	.65	1000 copies, each.....	.50
	10 copies, each .....	.75	100 copies, each.....	.60		

## THE DIAMOND LIFE BULLETINS

A National Underwriter Publication

420 EAST FOURTH ST. • CINCINNATI 2, OHIO